FINAL PRESS RELEASE

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**Trollblazing! Poppy joins the cast of Gromit Unleashed 3**

With just ten days to go until Gromit Unleashed 3 hits the streets of Bristol on 30 June, a brand-new Gromit has been revealed.

The pink and plucky Poppy is a collaboration between The Grand Appeal, the Bristol Children’s Hospital Charity, and the world-famous Californian animation studio, DreamWorks.

Fresh from her starring role in the DreamWorks Animations hit series of Trolls films, Poppy radiates positivity and energy with her blue and green dress, flower accessories and a mop of her trademark pink fuzzy hair – a first for a Gromit Unleashed sculpture!

During the trail, Poppy will be sponsored by and located at Puxton Park, where she’ll surely turn heads with her bright hair, infectious personality and unshakeable belief in the power of friendship and music!

This latest creation from DreamWorks and The Grand Appeal joins the roll call of artists, film studios, directors, celebrities and local artists featuring in the much-awaited trail. Recently announced designs also include sculptures inspired by Netflix’s Wednesday and Roald Dahl’s classic story The BFG.

With the trail running from Monday 30 June to Friday 31 August, the spotlight is ready to shine on the all-star cast of celebrity partners, film directors, studios and global superstar brands who are collaborating with The Grand Appeal and Aardman to design sculptures. Get ready for a red carpet-worthy rollout like no other, with more details set to be released next week.

The trail by The Grand Appeal and Aardman, who are celebrating their 30-year collaboration, will feature over 50 unique interpretations of Wallace, Gromit, Feathers McGraw and Norbot following the recent hit film, Vengeance Most Fowl.

Since the first trail in 2013, Gromit Unleashed alone has generated more than £20 million for The Grand Appeal, the Bristol Children’s Hospital Charity and Cots for Tots, the dedicated charity for the Neonatal Intensive Care Ward at St Michael’s Hospital.

What started as a one-off sculpture trail more than a decade ago has now evolved into an iconic and much-loved brand, spanning collectable figurines and giftware, a major online and in-store retail outlet at The Mall Cribbs Causeway, and multiple trails, exhibitions, events, auctions, and activities worldwide.

The Grand Appeal and Aardman celebrate their 30-year partnership in support of Bristol Children’s Hospital and NICU in 2025. The Grand Appeal was originally founded in 1995 with a single mission to raise funds for a new building for Bristol Children’s Hospital. 30 years later and having generated around £90 million, Wallace & Gromit continue to spearhead The Grand Appeal’s fundraising in a way that only Wallace & Gromit can inspire through an extraordinary blend of creativity and innovation.

To keep up to date with the latest news from The Grand Appeal and Gromit Unleashed 3, visit [www.gromitunleashed.org.uk](https://www.gromitunleashed.org.uk/) and follow @TheGrandAppeal on Instagram and LinkedIn and @GromitUnleashed across Facebook, X, and YouTube.

**ENDS**

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**Notes to Editors**

**Please note the following franchise legal statement:**

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**About The Grand Appeal**

Wallace & Gromit’s Grand Appeal, Bristol Children’s Hospital Charity, is celebrating its 30=-year partnership with Aardman Animations who generously allow Wallace & Gromit to spearhead the fundraising.  The Grand Appeal runs a multi-million-pound portfolio of investment for the children’s hospital and the Neonatal Intensive Care Unit at St Michael’s Hospital.

Bristol Children’s Hospital is a national centre of excellence. It treats over 140,000 patients each year from across the entire South West and South Wales region and is home to some of the most exciting advancements in global paediatric healthcare. Babies, children and young adults with highly complex medical conditions – from rare genetic disorders, neurological conditions and congenital heart disease to traumatic injuries, cancer and kidney disease – are cared for around the clock by leaders in their respective fields. Just like Bristol, the hospital is a hub of innovation, where these experts pave the way for sick children every day through a vast network of research projects with international impact.

St Michael’s Neonatal Intensive Care Unit is the only unit in the South West providing the highest level of care to critically ill and premature babies from across the region. The Unit cares for over 800 babies a year, from those born as early as 23 weeks to babies requiring life-saving treatment when they are born full term.

It’s thanks to The Grand Appeal, both hospitals are a pioneer in so many fields today. Through its unique, 30 year trailblazing partnership with Bristol Children’s Hospital and Aardman Animations, The Grand Appeal has diversified its funding streams to bring in the most advanced medical equipment, including the UK’s first-ever Cardiac Hybrid Theatre in a paediatric setting, an intraoperative 3T MRi Scanner – one of only three in children’s hospitals across Europe – and a ground-breaking neuro-robot, which helps neurosurgeons perform major operations with pin-point precision.

Independently, The Grand Appeal runs three family accommodation houses and employs specialist support staff who work on the ground in the hospital to ensure every aspect of hospital life is centered on the wellbeing of the young patients and their families. It also works with the hospital to create a child-friendly environment and a programme of arts, music and play therapies to ensure the very best patient experience.

The Grand Appeal’s Patient Hotel is the latest development in the charity’s 30-year partnership with Bristol Children’s Hospital. The innovative development will enable patients to stay with their families and receive outpatient ongoing therapy and rehabilitation once they no longer require around the clock in-patient care in hospital.

It is set to be transformational for young patients and their families across the South West and South Wales, and enhance the expert treatment, therapy and rehabilitation offered in the children’s hospital.

**About Aardman**

Aardman is an employee-owned company, based in Bristol (UK) and co-founded in 1976 by Peter Lord and David Sproxton. An independent, multi-Academy Award® and BAFTA® award winning studio, it produces feature films, series, advertising and interactive entertainment. Current animated productions include series 7 of Shaun the Sheep and a third series of The Very Small Creatures.

Its productions are global in appeal, novel, entertaining, brilliantly characterised and full of charm reflecting the unique talent, energy and personal commitment of the Aardman team. The studio’s work – which includes the creation of much-loved characters including [Wallace & Gromit](https://www.aardman.com/film-tv-games/wallace-gromit/), [Shaun the Sheep](https://www.aardman.com/film-tv-games/shaun-the-sheep/), [Timmy Time](https://www.aardman.com/film-tv-games/timmy-time/) and [Morph](https://www.aardman.com/film-tv-games/morph/)– is often imitated, and yet the company continues to lead the field producing a rare brand of visually stunning, comedic content for cinema, broadcasters, digital platforms and live experiences around the world. Recent celebrated projects include the double-BAFTA® award-winning Wallace & Gromit film Vengeance Most Fowl which premiered on BBC One on Christmas Day 2024 and was released on Netflix globally on the 3*rd*of January 2025, the BAFTA® nominated feature film Chicken Run: Dawn of the Nugget, Academy Award® nominated short film [Robin Robin](https://www.aardman.com/film-tv-games/robin-robin/), International Emmy® award winning Shaun the Sheep: The Flight Before Christmas and BAFTA® nominated preschool series [The Very Small Creatures](https://www.aardman.com/film-tv-games/the-very-small-creatures/).

The studio runs the [Aardman Academy](https://academy.aardman.com/), its world-class training facility delivering excellence in film and animation training and mentoring for students around the world. The Aardman Academy offers a variety of courses from intensive one-day workshops to its flagship seven-month In-Studio Stop Motion course. All courses are delivered by industry-leading tutors and mentors with decades of experience. The Aardman Academy is an integral part of the business, representing the studio’s inclusive ethos and commitment to nurturing the animation talent of the future.

In November 2018 it became an Employee-Owned Organisation, to ensure Aardman remains independent and to secure the creative legacy and culture of the company for many decades to come. [www.aardman.com](http://www.aardman.com/)

**About Wallace & Gromit**

Wallace and Gromit, Aardman’s most loved and iconic duo have been delighting family audiences around the world for 35 years. First hitting our screens in Nick Park’s Academy Award®-winning *Wallace & Gromit: A Grand Day* *Out*(1989) the pair went on to star in three further half hour specials (*Wallace & Gromit: The Wrong Trousers* (1993), *Wallace & Gromit: A Close Shave*(1995) and *Wallace & Gromit: A Matter of Loaf or Death* (2009)) and a feature length film *Wallace & Gromit: The Curse of the Were-Rabbit*(2005) and are internationally celebrated winning over 100 awards at festivals - including 3 Academy Awards® and 8 BAFTA® Awards.

A regular highlight of the primetime BBC schedules, especially during the festive season, they have become British national treasures and pop culture icons in their own right. *Wallace & Gromit: A Matter of Loaf or Death* still remains the most watched Christmas Day programme since 2008 when it premiered on BBC One.

The duo featured in their first augmented reality story The Big Fix Up, followed by the Emmy®-nominated VR experience, The Grand Getaway. The new feature length title Wallace & Gromit: Vengeance Most Fowl, directed by Nick Park and Merlin Crossingham, premiered on BBC One on Christmas Day 2024 and was released on Netflix globally on the 3rdof January 2025.

With a permanent attraction at Blackpool Pleasure Beach with over 500,000 riders every year, over 1 million fans on Facebook and a total of 102 million views on YouTube, these perennial characters continue to grow audiences across multiple platforms.

**Gromit Unleashed 3 is kindly sponsored by:**

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