**Final PR – April 2025**

**Sneak peek at trail sculptures in the making**

There’s just two months to go until Gromit Unleashed returns to the city, in the hotly anticipated return of the acclaimed sculpture trail that will raise money for The Grand Appeal, the dedicated charity for Bristol Children’s Hospital.

Organisers, The Grand Appeal and Aardman have now released a behind-the-brush glimpse of the works in progress. From sweeping brushstrokes to intricate detailing, artists, film studios and celebrities are busy working in secret reimagining Aardman’s iconic characters – Wallace, Gromit, Feathers McGraw and Norbot - taking inspiration from movies and the legends, fables and tales that have inspired them.

In secret studios, new sculpture artworks are coming to life while some are even crossing the seas and travelling the length and breadth of the UK before being unleashed on the streets of Bristol this summer.

The behind-the-scenes update has revealed some of the new designs that will feature in this year’s trail.

Inspired by the age-old tale of The Merry Adventures of Robin Hood, Wallace has been reimagined by artist Mister Hope as the justice seeking outlaw from Sherwood Forest, with Bristol City Centre Business Improvement District (BID) as the sculpture sponsor.

Created by new trail artist Victoria Richards and featuring the artistic stylings of the roaring 20s, this glamourous Gromit would be an incredible conversation piece at one of Gatsby's glittering parties. The spectacular sculpture is sponsored by CJ Hole.

A Gromit Unleashed trail in Bristol wouldn't be complete without a swashbuckling pirate. Thanks to illustrator Paula Bowles, Norbot's ready for an adventure on the high seas, but not before delighting crowds this summer! Natracare sponsors the mischievous mariner.

Once upon a time in Bristol, there stood a fairy castle fit for a tiny princess. For this design, talented artist Emily Ketteringham has turned Norbot's towering hat into a fairytale turret!

No cinema trip would be complete without popcorn, sweets, and drink! Whether you're sweet or salty, everyone will enjoy artist Simon Tozer's Norbot this summer. This playful design is sponsored by Global Furniture Alliance (GFA).

The sculptures will hit the streets of Bristol from 30 June to 31 August, before being auctioned off later in the year, in aid of The Grand Appeal, the Bristol Children's Hospital Charity.

Anna Hitchcock, Commercial Director, The Grand Appeal, commented: “The progress being made every day, now we’re just weeks away from the start of the trail is astonishing. Seeing the designs come to life behind-the-scenes is so exciting, and we just had to share some of that energy far and wide. The designs, the details and the standard of this year’s sculptures and artists, is so inspiring. Over the next few weeks, we’ll be sharing more and more details, and we can’t wait to bring the colour, creativity and fun to the city this summer.”

Gromit Unleashed 3 builds on the runaway success of Gromit Unleashed, Shaun in the City, and Gromit Unleashed 2 – which collectively generated over £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.

With more details to be announced over the coming weeks, keep up to date with the latest news from The Grand Appeal and Gromit Unleashed 3, by visiting [https://www.grandappeal.org.uk](https://www.grandappeal.org.uk/) and following @TheGrandAppeal and @gromitunleashed across Facebook, Instagram, X, and YouTube.

**ENDS**

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**Notes to Editors**

**About The Grand Appeal**

The Grand Appeal is the dedicated charity for Bristol Children’s Hospital, which cares for 100,000 babies, children and teenagers each year from across the South West and South Wales, covering the largest geographic area of any other children's hospital in England. A hospital can be a scary and overwhelming place at any age, but none more so than when you are a child. That is why from the moment a child and their family arrive at Bristol Children’s Hospital, The Grand Appeal is here for them.

Over the last 28 years, The Grand Appeal has supported both the children admitted to the hospital and their families, who are often going through the most challenging period of their lives. Whether this be through the delivery of specialist music and play therapy on the wards or by providing free accommodation to the parents who find themselves many miles from home. Our portfolio of services and investment works in partnership with the hospital to enhance its quality of treatment and care and aims to ensure critically ill children and their families receive the very best support.

The Grand Appeal receives no statutory or NHS funding and relies entirely on the generosity of the local community, grant-making trusts, and corporate partnerships for support.

Over the last decade, Gromit Unleashed funded life-saving medical equipment, family accommodation, art, music and play programmes, and family and child-centred art improvements throughout Bristol Children’s Hospital and the Neonatal Intensive Care Unit at St Michael’s Hospital (NICU). Specifically, the funds have delivered:

* A ground-breaking surgical neuro-robot helping neurosurgeons perform major operations with pinpoint precision
* The UK’s first-ever Cardiac Hybrid Theatre in a paediatric setting. The Cardiac Hybrid Theatre contains a theatre, x-ray facilities and a cardiac catheterisation laboratory (or cath lab) all in one. This reduces risk, increases flexibility, and shortens procedure time for children with complex heart conditions at Bristol Children’s Hospital.
* The purchase of our two buildings on Upper Maudlin Street directly opposite Bristol Children’s Hospital which now provide accommodation for families with children in the region’s only paediatric intensive care unit.
* The creation of Grand Appeal House – our third home-from-home family accommodation - a place for parents to rest and recharge while their sick child is in Bristol Children’s Hospital or St Michael’s NICU
* The refurbishment, reconfiguration, and addition of new modern facilities at Cots for Tots House, the charity’s first home-from-home, which is dedicated to families at St Michael’s NICU. Across three houses, Cots for Tots House, Paul’s House, and Grand Appeal House, The Grand Appeal provides 28 ensuite rooms for families from across Bristol, the South West and South Wales.
* A range of life-saving equipment, including ventilators for the NICU.

**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 30 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 7 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. 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 – the most-watched animation on British TV since records began, with 21.6 million views in 28 days – 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 1.7 million fans on social and over 15million views on YouTube, these perennial characters continue to grow audiences across multiple platforms.

Wallace & Gromit's Children's Charity is a national charity raising funds to improve the lives of sick children in hospitals and hospices throughout the UK, raising over £70 million since 1995.

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

**Trail Partner:** First Bus

**Schools Programme Sponsor:** John James Bristol Foundation

**Sculpture Sponsors:**

AJ Homes Ltd

Albert Goodman

Beaufort Arms Ltd

Brabazon

Bristol City Centre Business Improvement District (BID)

Bristol Masons

Broadmead BID

Burges Salmon

Cabot Circus

Cheddar Gorge and Caves

CJ Hole

CrossFit Henleaze

Gardiner Haskins Interiors

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