

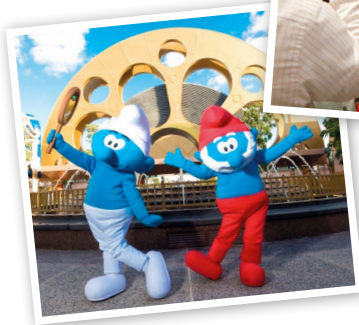
## Smurfingly Global Success

Ever popular characters, The Smurfs are popping up at leisure attractions all over the world.

Papa Smurf, Smurfette, Brainy, Vanity and Grouchy are just a few of the characters that have been brought to life for partners across the globe, including Millennium Entertainment International, Dream City/Shimao in Shanghai, Dream Island in Moscow and Motiongate™ in Dubai.

**RAINBOW PRODUCTIONS** are the official supplier of Smurfs mascot costumes, manufactured on behalf of IP owners IMPS. We are also excited to be welcoming Smurf to our licensed character portfolio, available to book to attend events in the UK...

**Smurftastic!**



*"In our eyes, Rainbow is the best partner for making Smurf costumes as they perfectly respect our quality criteria and create real emotions when they participate in meet & greets, trade shows and outdoor events. We are excited to collaborate for many years with the great Rainbow team."*

**Veronique Culliford, Founder and President  
of Imps / The Smurfs and Daughter of Peyo.**



## Valle's starring role at Ski Championships 2019

Meet Valle, the mascot for Skistar Ski Resorts in Sweden, Norway & Austria.

Valle was specially designed to be able to ski and also heads up the in-resort children's activities, giving kids the chance to hang out with him for skiing, shows and afterski.



Valle's biggest dream came true this year when he was given the prestigious jobs of being both cheerleader and official mascot during Alpine World Ski Championships 2019 in Åre, Sweden!

## The Wipesaur – Let's Wipe Them Out!

Yorkshire Water launched its 2019 'Blockage Free' campaign headed up by The Wipesaur.

In a bid to raise the profile of what happens when unsuitable items end up in the sewer network, Yorkshire Water commissioned **RAINBOW PRODUCTIONS** to bring one of these unseen eight-foot tall dino fatberg monsters to life.

The Wipesaur can be spotted out with their engagement teams at community events showing customers just why they need to be careful with what they flush or rinse and the problems wet wipes can cause.



## Cheestrings: Making Cheese Fun!

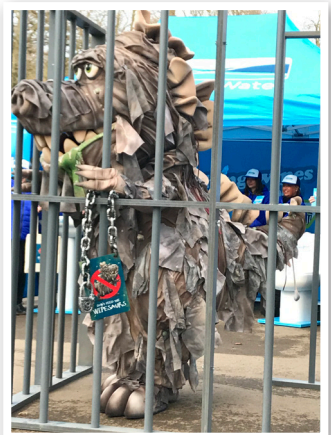
**RAINBOW PRODUCTIONS** were thrilled when Kerry Foods brought them on board to bring their well-loved on-pack character, Mr. Strings, to life.

Mr. Strings was first used at the international launch of their new Strings & Things brand, which now includes Yollies and Cheeshapes. By transforming him into a mascot costume, Kerry Foods were able to add an interactive element to the launch where he received a wonderful reception.



Senior Brand Manager Steph Scott commented:

*"The feedback we have received on this current costume has blown us away. It is without a doubt the most expressive and life like costume we have ever had."*



*"No matter who we speak to across Yorkshire, they all mention our Wipesaur!"*

**Adrian Flanagan, Yorkshire Water's Campaign Lead**



# NEW Characters joining our Portfolio

Our portfolio of licensed characters has grown!

New additions available to book to attend UK events include:



UGLYDOLLS



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## Family Festival Headliners

Licensed characters have become a popular addition to Festival line-ups.

This summer saw famous names such as Peppa Pig, Hey Duggee, The Gruffalo and Clangers entertain festival-goers at Camp Bestival, Great Wonderfest, Isle of Wight Festival, BBC Summer Social and The Big Feastival... to name a few!



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## Calling all Pup Fans!

For the second year the much-loved PAW Patrol pups are celebrating 'real-life' little heroes in the 'PAW Patrol Little Heroes Paw Awards 2019'.

To help promote the awards, Chase & Marshall embarked on a UK tour of intu shopping centres, encouraging nominations for the youngest of heroes who show strength, kindness, leadership skills and wisdom beyond their years.

The lucky finalists will spend the weekend in London with the ultimate VIP experience and attend the exclusive Awards ceremony in October!



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## COMPANY NEWS



In June 2019, **RAINBOW PRODUCTIONS** made their debut appearance at **IAAPA Expo Asia in Shanghai, China**. Sales & Marketing Director, Simon Foulkes and Export Manager, James Barlow are seen here with our Chinese representatives from Shanghai Hewan Trading Ltd. The exhibition was such a success that we will be returning to IAAPA Expo Asia 2020 in Macao!



In August 2019, Rainbow staff took on the **Three Peaks Challenge** to raise money for licensing industry charity, The Light Fund. Simon Foulkes, Magdalena Foulkes, James Barlow, Kerry Tanner, Chris Stanton & Jess Lowrey, pictured at the top of Snowdon, completed the challenge in 31 hours raising over £1000 for the worthy cause.



**RAINBOW PRODUCTIONS** are delighted to be selected as Best in Creative Sector finalist in the **2019 Merton Best Business Awards!** We have also been nominated as Best Trade Supplier for the 2020 NFAN Awards.



This years' **Light Fund Summer Pub Treasure Hunt** helped raise £8,000 for the licensing industry charity. After embarking on a hunt around the historic Southwark/Waterloo area of London, marked by several local pubs and culminating in food, drinks and networking, Rainbow's team – Very Thirsty Treasure Hunters – were victorious and presented with the coveted treasure chest trophy.

## Welcome back....



We are pleased to welcome **Kelly McMulkin** back to the office, returning from maternity leave! Kelly is the main point of contact for Farm Attractions, Festivals, Holiday Parks, Councils & BIDs, Retailers

and Toys enquiries:

**kellym@rainbowproductions.co.uk**

## British Icons Go Head to Head

The first ever Major League Baseball's London Series between the Boston Red Sox and New York Yankees took place at the London Stadium this summer, during which four historical British figures entered the infamous bobble-head mascot race... but only one could win.



Freddie, Nessie, Winston Churchill and Henry VIII topped the polls when fans voted on notable Brits to represent four categories – cultural icons, legends, historical figures and monarchs. Freddie Mercury defeated his opponents and celebrated by playing “We Are The Champions” over the loudspeaker.

Ahead of the race, the mascots also got a pre-race pep-talk from New York Yankees legend Alex Rodriguez, also known as A-Rod!

## Rainbow Score in KSA

**RAINBOW PRODUCTIONS** were honoured to be asked to create mascots for all sixteen clubs in the Saudi Arabian Professional Football League including Itti the Tiger for Al-Ittihad FC, Shabab the White Lion for Al-Shabab FC and Al the Shark for Al-Hilal FC (pictured).



We also brought ‘SAQR’ to life on behalf of the Saudi Arabian Football Federation. SAQR, which means ‘falcon’ in Arabic, was initiated as the Saudi national team mascot during a ceremony at the Prince Faisal bin Fahad Complex in Riyadh.



## Pie's the Limit for Crusty!

Latic fans love Wigan Football Club's new mascot, Crusty the Pie!

The club invited their junior supporters to come up with design ideas for a new mascot and, amazingly, over half of the entries paid tribute to that majestic local favourite, the pie. Since his launch, Crusty has been stealing the headlines as well as the hearts of fans.

The winning design was created by Cayden and Neve, aged eight.





# RAINBOW SPORTS MASCOTS

## Skillzy: The Game Changer

In March 2019, the official mascot for UEFA EURO 2020 was unveiled in front of thousands of fans ahead of the Netherlands vs Germany European Qualifier in Amsterdam.

Skillzy, described as “a larger-than-life character inspired by freestyling, street and panna culture”, showed off his talents during the pre-match launch alongside two of the world’s leading freestylers, Liv Cooke and Tobias Becs.



With Skillzy on board, the trio are now heading up UEFA’s Your Move campaign – the talent competition to unearth the most original and creative freestylers across Europe – which will offer two lucky winners from each of the 12 host cities the chance to represent their city and perform alongside Skillzy in events throughout the EURO, including at matches, in fan zones and during the trophy tour.

Skillzy is licensed by IMG and the mascot is manufactured by **RAINBOW PRODUCTIONS**.