

## PRESS RELEASE

### BEATRIX POTTER AND PETER RABBIT™ TAKE FAMILIES ON AN IMMERSIVE ADVENTURE AT COVENT GARDEN THIS EASTER

22<sup>nd</sup> February 2023

- Covent Garden is proud to partner with Histrionic Productions on The 'Peter Rabbit™ Easter Adventure' in Covent Garden from 21 March - 16 April 2023. Tickets go on sale at midday on Monday 27 February <http://www.peterrabbiteasteradventure.com>. Sign up for priority access.
- This live, immersive outdoor experience will see Beatrix Potter's much-loved characters including Benjamin Bunny, Mrs. Tiggy-Winkle and the mischievous Peter Rabbit himself let loose in one of Central London's most picturesque and iconic locations
- Ticket holders will be taken on a theatrical quest around Covent Garden, searching for secret notes, maps and other clues accompanied by Beatrix Potter and Peter Rabbit The Easter Adventure Shop will open alongside the experience in Covent Garden's iconic Market Building selling Peter Rabbit™ merchandise and more
- The interactive adventure has been created in partnership with Penguin Ventures, under licence from brand owner and Beatrix Potter publisher Frederick Warne & Co



Photo credit: David Ellis

Covent Garden is thrilled to announce **The Peter Rabbit™ Easter Adventure** in the heart of London's iconic Covent Garden Piazza this Easter from **21 March – 16 April**, in partnership with Histrionic Productions. Through a captivating mix of live performance and puppetry, visitors will be transported back to a Covent Garden of old, via an immersive multi-point trail that is teeming with fresh flowers, fruit and vegetables as Beatrix Potter heads out on a mission to rescue Jemima Puddle-Duck from the clutches of Mr. McGregor.

# COVENT GARDEN

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During this brand-new 50-minute interactive outdoor adventure, ticket holders will experience Peter Rabbit's adventures in person as they accompany Beatrix Potter to search for secret notes, maps, and other clues and meet Peter Rabbit, Benjamin Bunny, Mrs. Tiggy-Winkle, and a few surprise encounters along the way. The perfect Easter gift, tickets go on sale on **Monday 27 February at midday** for this outdoor immersive experience from [www.PeterRabbitEasterAdventure.com](http://www.PeterRabbitEasterAdventure.com). Sign up for more information and priority access to tickets.

Alongside the experience, **The Easter Adventure Shop** will open in Covent Garden's iconic Market Building on 5<sup>th</sup> March. The new store will offer Peter Rabbit merchandise, a café to relax and refuel, serving a range of delicious refreshments and drinks, as well as an activity area featuring a programme of fun-filled Easter activities for all of the family. Tickets for the show will also be available in store.

Included in the ticket will be an **'Activity Burrow'** for creative crafting for all ages including letter writing to Beatrix Potter and a **Peter Rabbit reading corner**. Additional activities available on site include **Mr.McGregor's Obstacle Course** for thrill-seeking children who want to test their driving skills in a mini ROVER for ages 4 and above and families will have the opportunity to clamber onto Mr. McGregor's tractor and have a souvenir photograph taken with Peter Rabbit.

[@HistrionicExperiences](#) / [@OfficialPeterRabbit](#) / [@CoventGardenLDN](#)

#PeterRabbitEasterAdventure

#CoventGarden

[www.PeterRabbitEasterAdventure.com](http://www.PeterRabbitEasterAdventure.com)

**-ENDS-**

#### **Notes to Editors:**

Histrionic Productions' **Peter Rabbit™ Easter Adventure** is a licensed deal executed by Penguin Ventures on behalf of brand owner and Beatrix Potter publisher, Frederick Warne & Co. (now part of Penguin Random House UK).

Images can be downloaded [here](#)

#### **LISTINGS:**

##### **The Peter Rabbit™ Easter Adventure**

21<sup>st</sup> March - Sunday 16<sup>th</sup> April (Closed Tuesday 11<sup>th</sup> April and all Mondays except Easter Monday 10<sup>th</sup> April)

**Address:** Chestnut Bakery, 24 Floral Street, Covent Garden, London, WC2E 9DS

Tickets go on sale at midday on Monday 27 February from [www.PeterRabbitEasterAdventure.com](http://www.PeterRabbitEasterAdventure.com)

**The Easter Adventure Shop** opens Sunday 5<sup>th</sup> March - Sunday 16<sup>th</sup> April

Open every day: 10:00am to 5.00pm.

**Address:** 10 The Market Building, Covent Garden, London WC2E 8RB

#### **Capco Covent Garden:**

Covent Garden is a leading retail and dining destination and is one of the most vibrant estates in the heart of central London. The area is home to a wide variety of British, global and independent brands including Chanel, Tom Ford, Tag Heuer, Vashi, Glossier, Peloton, KICKGAME, Reformation, Tiffany & Co., Ave Mario, Balthazar and SUSHISAMBA, with upcoming openings from Gaucho, Uniqlo and Mejuri. [www.coventgarden.london](http://www.coventgarden.london)

**Capital & Counties Properties PLC (“Capco”):**

Capital & Counties Properties PLC is one of the largest listed property investment companies in central London and is a constituent of the FTSE-250 Index. Capco's landmark estate at Covent Garden was valued at £1.7 billion (as at 31 December 2022). As at the date hereof, Capco owns a 25.2 per cent shareholding in Shaftesbury PLC. Capco shares are listed on the London Stock Exchange and the Johannesburg Stock Exchange. [www.capitalandcounties.com](http://www.capitalandcounties.com)

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**About Histrionic Productions**

Histrionic Productions delivers a new, gold standard in live theatrical experiences. Combining renowned titles, exceptional creatives, extraordinary spaces and multi-sensory animation, the company seeks to reinvigorate the traditional theatre going experience. Following the acclaimed success of last year's 'Paddington Marmalade Messiness' in Dalkeith Country Park and 'The Peter Rabbit™ Garden Adventure' at Blenheim Palace, Histrionic Productions continues to roll out unprecedented immersive experiences including a pioneering production of George Orwell's masterpiece '1984', due to open in London in Autumn 2023, and further shows to be announced this year.

[www.histrionicproductions.com](http://www.histrionicproductions.com)

[@HistrionicExperiences](https://www.instagram.com/HistrionicExperiences)

**About Peter Rabbit™ and Beatrix Potter**

The Tale of Peter Rabbit is one of the world's best-loved children's books and was created by author and illustrator, Beatrix Potter in 1902. The story has never been out of print since it was first published by Frederick Warne & Co. (today an imprint of Penguin Random House) and has sold in excess of 46 million copies worldwide. Today over 2 million of her 'little books' are sold globally every year, whilst Peter Rabbit has appeared on books and merchandise in more than 110 countries throughout the world.

Penguin Random House Children's is committed to growing and protecting The Peter Rabbit™ brand. The World of Beatrix Potter™, one of the world's largest literature-based licensing programmes, is managed in-house by Penguin Ventures.

[www.peterrabbit.com](http://www.peterrabbit.com)

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**About Penguin Ventures**

Penguin Ventures is the licensing and consumer products division of Penguin Random House. We manage and exploit our portfolio of iconic literary brands and characters: PETER RABBIT™; THE SNOWMAN™; FUN WITH SPOT™ and FLOWER FAIRIES™ and more, across product, experience and digital. We find new ways to tell the world's favourite stories by creating strategic partnerships in licensing, retail, promotions, experiential, theatrical, exhibitions; in location-based experiences; and across the digital landscape.

[www.penguinventures.co.uk](http://www.penguinventures.co.uk)

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