

Ki Appointed Creative Partner for London's First Accessible Art Trail – Morph's Epic Art Adventure

London, UK – 15th June 2022: Family-focused marketing agency **Kids Industries** (Ki) has today announced that it is the creative partner for a major new initiative - Morph's Epic Art Adventure in London, set to be the first accessible, step-free cultural event of its kind.

The launch event which took place at The Museum of London earlier this week, announced the partnership between Whizz-Kidz, Wild in Art, and Aardman – the award-winning animation studio and creator of the childhood-favourite and much-loved animated character, Morph.

The spectacular public art trail and tourist attraction will see up to 70 super-sized sculptures of Morph take over the streets of central London in Summer 2023. The step-free family-friendly art trail of colourful Morphs will span across iconic London landmarks including St Pauls, Tate Modern, Tower of London, Shakespeare's Globe and Borough Market.

Whizz-Kidz is embarking on this fun, fully accessible trail across London to raise awareness of the need for better access and inclusion for young wheelchair users, and to raise vital funds to support their work.

The money raised will enable the charity to provide life-changing wheelchairs and confidence-building opportunities for young wheelchair users in the capital and across the UK. The Morph sculptures will be canvases for conversations about diversity and inclusion for wheelchair users.

Each of the 70 Morph sculptures stands at 6ft tall and will be adorned with bespoke designs from a range of artists, supported by sponsors including Sky, Barratt Developments, EY, Kids Industries, Evenbreak, and Govia Thameslink Railway Ltd. Once the trail has closed, each of the bespoke Morph sculptures will be auctioned with the aim of raising £ 500,000 for Whizz-Kidz.

A trail app, website, map, guidebook and dedicated social media channels will enable trail-goers to navigate the route, tracking down each sculpture and unlocking fun facts and rewards.

Sarah Pugh, chief executive of Whizz-Kidz, said: "We are delighted to launch Morph's Epic Art Adventure in London. This accessible and fun trail will bring the London business community, creative artists, schools and families together in the summer of 2023. The awareness and money raised will have a huge legacy for young wheelchair users we support for years to come."

Peter Lord, the co-founder of Aardman and creator of Morph, said: "We are totally thrilled to be working with the excellent charity Whizz-Kidz on London's first step-free art trail. I'm sure that local residents and visitors to London – young and old – will also be inspired to get creative and join Morph for an Epic Art Adventure."

Gary Pope, CEO and Co-Founder at Ki said: "We are super excited to support the important work Whizz-Kidz does as the official Creative Partner on such an important project – giving our time and resources to make this a huge success!"

The work that Whizz-Kidz does is incredible. Morph is incredible. London is incredible. Mashing the three together is pure genius – of course we wanted to be involved!

One of our six immovable pillars of childhood, what we call the Super 6, is Diversity & Inclusion. As such, we are committed to equality in all its forms and to have the chance to play a small part in ensuring more children are able experience the epic-ness of London through a truly accessible epic adventure trail of Morphs is something our whole team stands behind."

-ENDS-

Notes to editors

To sponsor a Morph sculpture and support young wheelchair user, visit: Sponsors - Morph's Epic Art Adventure In London 2022 (morphsaventurelondon.com)

About Ki:

Founded in 2002 by Gary Pope and Jennifer Blows, Kids Industries (Ki) is the only full-service marketing agency on the planet that specialises in the family market. This dynamic team of award winning business, strategy & creative experts, have worked with some of the world's leading family

entertainment brands, including LEGOLAND (Merlin), Peppa Pig (EOne), The Gruffalo (Magic Light Pictures), Star Wars (The Walt Disney Company) & Dr Who (BBC Worldwide). They have worked with global charities such as World Wide Fund for Nature (WWF), in sports with Liverpool FC & in travel with Royal Caribbean Cruises. Plus, with a host of fantastic FMCG, QSR & retail brands, including The Kellogg Company, Aquafresh (GSK), McDonalds & TESCO. Across all of these brands & businesses, KI always work to connect human emotions, with market intelligence, to make businesses stronger.

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