

Press Release July 2023



The Crafty Kit Company are delighted to be at the Home and Gift Buyer's Festival 2023 in Harrogate to launch our brand new range of crafty kits, featuring the delightful and iconic images from The World of Peter Rabbit™

Working closely with Penguin Ventures we have developed 3D and 2D needle felting kits, embroidery kits and the sweetest needle minders. Retail prices start at £12 for a needle minder, £23 for a small kit and £25 for a larger kit.



Jo Lochhead, Founder and Creative Director of The Crafty Kit Company said

*'This is an extremely exciting time for the Crafty Kit Company. We're delighted to be working with Penguin Ventures to create craft kits from The World of Peter Rabbit™, inspired by the original artwork of Beatrix Potter. Such a privilege.'*

**The End**

**Please come and talk to Jo Lochhead at Stand DP4-49**

**More information:**

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## 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



We're off the page and on an adventure.

Penguin Ventures is the licensing and consumer products division of Penguin Random House Children's UK. We manage and exploit our portfolio of iconic literary brands and characters: PETER RABBIT™; THE SNOWMAN™; FUN WITH SPOT™; FLOWER FAIRIES™ and more, we find new ways to tell the world's favourite stories. Working with best-in-class partners in licensing, retail, promotions, experiential, theatrical, exhibitions; at location-based experiences; and across the digital landscape, we take our beloved characters off the page and on new adventures.

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

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