



### LEGOLAND® WELCOMES NEW FRIENDS TO THEIR PARKS



The adored LEGOLAND® Costume Characters have become a familiar sight at LEGOLAND® Resorts worldwide.

So to coincide with the opening of several new parks, RAINBOW PRODUCTIONS

were delighted to be commissioned to transform the LEGOLAND® friends into life-sized walkabout costume characters using their new innovative technology.

The popular characters – including Knights, Princesses, Lord Vampyre and Professor Brick – can be seen at LEGOLAND® Parks in Billund, California, Dubai, Korea, Shanghai, Shenzhen, Sichuan and Windsor.



### RAINBOW TEAM UP WITH HAVEN FOR SEASIDE SQUAD REDESIGN

For the first time ever, RAINBOW PRODUCTIONS recently teamed up with award-winning UK family holiday park Haven, helping to bring their redesigned Seaside Squad characters to life!

The all-new Seaside Squad are the latest incarnation of a group who have been entertaining families for over 30 years and who bring fun to holidays across all of Haven's parks. Since their launch, the new all-action team – and their amazing outfits – have been very well received by parents, kids and, of course, Haven.



Rory (a tiger), Jaz (a bear), George (a gorilla) and Annie (an elephant) are the four characters who meet, greet, and perform special stage shows for visitors across all 37 of Haven's holiday parks. With two fresh looks – one for every day, and one for superhero duties – the Squad are always ready to show off their super skills! Annie is super strong, George is a super scaler, Jaz is a super sketcher and Rory boasts super speed.



*"Haven are very appreciative of Rainbow and the service we have received this year. It was a big decision to change supplier, but all are agreed it was the right decision. The quality and service have been excellent, so well done and thank you."*

Natalie Weetman, Haven Creative & Talent Manager



### CELEBRATING 40 YEARS!

To celebrate our 40th anniversary in 2023, we have REBRANDED!

We remain the much-loved RAINBOW PRODUCTIONS; however, our website and logo have had a bit of a refresh!

Our pledge to sustainability has been an influence on our company rebranding. The new logo represents the patterns we use in the tailoring of our handmade mascot costumes – each letter a colour of the Rainbow, with green in the middle, for sustainability at the heart of our company.

**NEW CHARACTERS JOINING OUR PORTFOLIO**

Our portfolio of licensed characters has grown! New additions which are now available to book for public UK events include:



Cocomelon  
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123  
**SESAME STREET**  
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**The GRINCH**  
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**ORIGINAL STORMTROOPER**  
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**MOLEY**  
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**PINOCCHIO Friends**  
Pinocchio and Friends™ © 2021 Rainbow S.p.A. All Rights Reserved. Series created by Iginio Straffi



**The Smids and the Smids**  
© 2019 & TM Julia Donaldson/Axel Scheffler. Licensed by Magic Light Pictures Ltd.



**TRUE FRIENDS RAINBOW KINGDOM**  
© 2023 GURU STUDIO

**ELVES BEHAVIN' BADLY CHRISTMAS TOUR RETURNS!**



Owners and creators of *Elves Behavin' Badly*, PMS International, has appointed RAINBOW PRODUCTIONS to manage the Christmas 2023 EBB Tour for the third year running!

Since 2021, the tour has seen Elfie and Elvie visit shopping centres through the UK in the run up to Christmas, giving children and parents alike the chance to see the elves in action – playing tricks, festive games, and spreading Christmas cheer!

As members of a rebellious underground elf organisation, Elfie and Elvie get up to all kinds of mischief. These sneaky little elves brighten up everyone's Christmas, helping report naughty children to Santa, whilst also having some mischievous fun of their own – cheeky elves!

*"Absolutely brilliant show. We would have you back every day."*  
The Potteries Shopping Centre, Stoke on Trent



**A FESTIVAL SEASON TO REMEMBER**



This Summer was full of fun and excitement as a whole bunch of children's favourites took to the stage at some of the UK's biggest family festivals!

Bluey and Bingo entertained fans at Camp Bestival, while Hey Duggee donned his festival attire to perform his much-loved "Stick Song" at Raver Tots in Crystal Palace Park.

But the fun didn't stop there, as fans of hit children's TV shows could also find the likes of Bing and Flop and PAW Patrol at Gloworm, Postman Pat® and the Teletubbies at Carfest, and Sonic the Hedgehog™ at Victorious Festival – what a way to spend the Summer holidays!



**MEET OBKI THE ECO ALIEN**

Obki is a lovable eco alien on a mission to save our planet! He knows it's a big job, but with the help of his friends, Obki is spreading the message that small changes make a big difference!

Obki is a beautifully animated TV series for kids aged 6 to 9 years old. The series follows Obki as he explores issues affecting climate change with his trusty time travel friend Orb. Packed with informative and entertaining stories, Obki's mission is to bring awareness and provide solutions to help us save our planet.



Recently, fans joined Obki on Branksome Chine Beach in Poole for his Big Beach Clean-up mission. From plastic bags to bottle tops, the team worked to show how small changes can make our planet a safer, and healthier, place to live. We think Obki and his little helpers did an out-of-this-world-job!

**THERE'S A NEW KID ON THE BLOCK**

Meet Blockhead... the official mascot of the New Kids on The Block fan convention, BLOCKCON!

Held for the first time in 2023 to mark the 15th anniversary of the 80's boy band reuniting, BLOCKCON took over Chicago for a weekend celebration of all things NKOTB, and Blockhead was there to join them.

Named after their devoted fans, Blockhead spent the weekend appearing with the band, posing for photos with fans of all ages and entertaining the BH community at the immersive Blockhead fan experience. Blockhead proved to be a huge hit, with the event organiser commenting *"Everyone loved him!"*



**CARL THE WOMBAT JOINS THE HUNDRED**

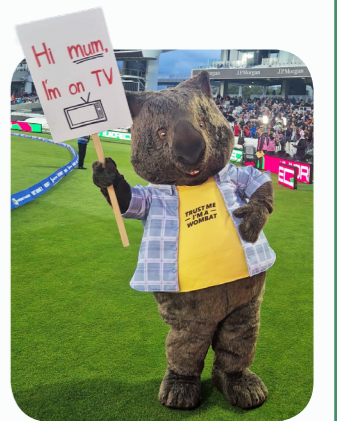
Ahead of *The Hundred's* return to our screens this summer, RAINBOW PRODUCTIONS teamed up with proud sponsors Compare the Market to bring to life their newest family member, Carl the Wombat!

Following the manufacture, Rainbow's talented events team were also enlisted to manage the appearances of Carl at all 32 matches of the fast-paced cricket tournament. In true 'Don't be Wombat' style, Carl entertained the crowds, posed for selfies and even found himself leading the men's team out to bat at the final.

As an ambassador of one of the most recognisable UK brands, Carl did not go unmissed on the pitch and throughout the tournament built up collection of branded accessories such as a cricket bat, pads and gloves and a Stuart Broad style headband.

*"A massive thank you to the Rainbow team for all of your help with everything for the 100 cricket tournament. The mascot was such an integral part of the tournament and getting the Compare the Market brand out there. It's been a monumental team effort – they were fab!"*

VCCP London





**WOLVERHAMPTON WANDERERS UNVEIL NEW LOOK MASCOTS**

To kick-start the new season, Wolverhampton Wanderers FC unveiled their new look Wolfie and Wendy mascots!

Controversially, the club decided to change the colour of Wolfie's fur from brown to grey after asking local school children how they thought Wolfie should look. They wanted him to be the same as the wolf emoji on their phones. This created lots of conversation amongst their supporters with even the older generation warming to the new look.

Wolfie and Wendy were also joined by a third member of the team. Junior fans were asked to name the newest wolf, with 'Wilfred' coming out on top.

*The club commented "Wilfred seems to be the fans favourite so far and we think he's rather cute too! We have been so impressed with Rainbow Productions and have loved working with the team."*



**RAINBOW NEWS**

**RAINBOW APPOINTS TWO NEW DIRECTORS**

To support growing demand for its services

and to help the company pursue new business opportunities, RAINBOW PRODUCTIONS has announced two new board appointments.

Magdalena Foulkes has joined Rainbow Productions as Licensing Director and James Barlow has been promoted to Sales & Marketing Director.



Magdalena will be responsible for the licensing side of the business, working to strengthen the company's relationships with licensors and build its portfolio with new and exciting brands.

In his new role James will be overseeing the company's sales & marketing teams and will be responsible for helping to grow the business in terms of events and mascot manufactures, both in the UK and internationally.

**NO BRIDGE TOO FAR FOR RAINBOW TEAM**

On Friday 7th July, RAINBOW PRODUCTIONS not only successfully completed the London Bridges Challenge with the help of their licensing industry friends, but they also smashed their fundraising target and raised over £3000 for industry charity, The Light Fund and mental health charity, Mind.

The 'Bridgerfuns' set off from Hampton Court Bridge at 9am, and endured blisters, aches, pains and the 30-degree heat to complete the 30-mile hike and made it their final destination - Tower Bridge - at 9pm.

Reflecting on the challenge, Simon Foulkes said: *"However hard it was at the time for all of us to complete, the challenge is absolutely awesome! 50km of walking over 26 bridges in 10 hours is a huge achievement for the Bridgerfuns and one we are all very proud of."*



**RUBY WALKS THE RED CARPET**

