



FOR IMMEDIATE RELEASE

**THE COPYRIGHTS GROUP CELEBRATE PADDINGTON'S 60<sup>th</sup> ANNIVERSARY  
WITH A SPECIAL DIGITAL TREASURE HUNT**

Paris, London, 11<sup>th</sup> October 2018 – To celebrate Paddington's 60<sup>th</sup> anniversary, as well as the development of this beloved global franchise, The Copyrights Group, who manage the licensing rights for Paddington worldwide, has developed a fun and interactive digital treasure hunt alongside a number of other Vivendi entities and Paddington partners from around the world.

Friends and families will be invited to help Paddington find a list of treasured items to start the celebration. Clues will be shared online every two days and will give access to a dedicated microsite where fans will discover a whole new universe with mini games to play to enter for a chance to win prizes. The digital treasure hunt will launch globally on Thursday 18th October on Paddington social channels and partner channels and will last ten days.

Joining from the Vivendi Group, Studiocanal and Dailymotion will host clues online and together with Universal Music Group will support the event through media and PR, as well as Gameloft, who in addition produced the dedicated mini-games. Havas Digital Factory created the engaging digital platform, which perfectly brings to life Paddington's treasure hunt adventure, and will be supported in the promotion of the event by Organic, their sister company under Havas.

Key Paddington partners have also joined the adventure and will guide eager fans through the treasure hunt locally:

In the UK, Studiocanal and Gameloft will be joined by HarperCollins Children's Books, home of Paddington publishing for sixty years, and Butlin's who have newly joined the Paddington partners' team and will launch a special stage show in their resorts in the UK in 2019.

In the USA, Dailymotion, Gameloft, and HarperCollins Children's Books will be joined by Yottoy, the company that has been bringing Paddington to life for more than a decade through a full range of irresistible, high-quality Paddington plush and detail-rich collectible toys.

In France, Gameloft will be joined by Paddington's French publisher Michel Lafon, and two key retailers distributing a range of Paddington products: Fnac, European leader in omnichannel distribution of cultural and technological products, and Le Comptoir Irlandais, ambassador of the Irish and anglo-Saxon fine food, textile, gifts, spirits shops in France whose website was rated 2nd best purchasing experience in the fine food shopping category in 2018 by Capital Magazine.

In Germany, Studiocanal and Gameloft will be joined by Paddington's German publisher Knesebeck, and Europa Park, winner of the Golden Ticket Award for Best Amusement Park 2018, located in south-western Germany where visitors have been able to enjoy Paddington attractions since 2017.

2018 marks 60 years since Michael Bond's first book, *A Bear Called Paddington*, was published, which brought Paddington into the home of families the world over. Together with their licensing arm, The Copyrights Group, Vivendi have marked this milestone through new content development, live events, commemorative partnerships and merchandising, all gathered on social under the hashtag #Paddington60.

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#### Editors Notes

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#### About Paddington

For 60 years, British-born writer Michael Bond has delighted children and families all over the world with his stories about Paddington, the bear from Darkest Peru famous for his love of marmalade. Paddington is popular with both children and adults who feel affectionate and warm towards him and the charm and humour of the Paddington stories is the key to their enduring popularity. Paddington's adventures have been adapted several times for television and at the end of 2014 Paddington made his debut onto the big screen. The movie, produced by Studiocanal, part of the international content and media group Vivendi, is the best-selling non-Hollywood family movie ever released. A second Paddington movie, *Paddington 2*, launched globally at the end of 2017. In 2016, Vivendi took full ownership of the Paddington brand worldwide, with the exception of the classic publishing rights.

Michael Bond died in June 2017, leaving a legacy of one of the best loved children's characters in the world. This year marks the 60th Anniversary of the first book, *A Bear Called Paddington*, which was published by William Collins on 13th October 1958.

Follow Paddington on Twitter at [@paddingtonbear](https://twitter.com/paddingtonbear)

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