



PRESS RELEASE

Go Wild with Beano at Eden this Summer!

Mischief makers of all ages are in for the time of their lives at the Eden Project in Cornwall this summer when Beano comes to town.

Britain's best-loved comic has entertained the nation for more than 80 years and now Dennis, Gnasher, Minnie and all their friends will be rattling the world-famous Biomes with their unique brand of fun and mayhem.

From July 23 to September 4, visitors will be invited to join the pals on a quest to save Eden and the world from global warming and the dreaded CO2-Zilla – the real menace of Beanotown.

As readers of the comic will know, in Beanotown, kids rule, and at Eden kids will be in charge, challenging the grown-ups to disrupt the status quo and break the rules (in a positive way).

A special Beano comic strip will guide visitors on a wild journey around Eden, discovering activities and missions to help all of Beanotown on their crusade to save planet Earth and allowing visitors to earn their black and red stripes.

Kate Francis, Eden's Living Theatre Producer, said: "Beano is an absolute classic that is loved by generations. We can't wait to welcome the mischievous Beano gang to Eden to tell the story of global warming in a new and engaging way.

"Expect antics and hijinks in the name of discovery and planet-saving adventure. Stripes, of course, encouraged!"

Vanessa Andreis, Franchise Planning and Partnerships Director, Beano Studios, said: "We can't wait for kids and their families to share Beano fun and mischief this summer at the Eden Project in Cornwall. Our special comic strip brings to life such an important topic in a way that will engage and entertain everyone who visits."

The epic pursuit will see families exploring the whole of Eden's great outdoors and Biomes, with games, crafts and activities across the site. Catapults and peashooters at the ready...

Timed entry tickets go on sale from midday
Thursday May 12 at www.edenproject.com.

ENDS

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About Beano Studios

Beano was first published in July 1938 and is still created every week in its original Dundee headquarters and printed in the UK. Beano recently reported an ABC of 58,053 and is in its fifth consecutive year of circulation growth. The brand reaches over 5m fans a month on its digital network, centred around multi-award winning Beano.com, featuring jokes, quizzes and games in a kid safe environment.

Beano Studios is a rebellious multi-media publishing, entertainment and creative business powered by data and insight. The Studio produces diverse content across TV and the award-winning Beano.com - as well as theatrical, live experiences, licensed products, the Beano Shop and the legendary Beano comic and annual.

Everything at Beano Studios is powered by the Beano Brain, its insight consultancy which understands the tastes, demands and growing purchase power of kids, teens and millennial parents. It uses its unparalleled knowledge, born from decades of experience, to help companies build their own connections with families.

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