

PEPPA PIG AND STRICTLY'S LILIA KOPYLOVA HELP LAUNCH FUNDRAISING DRIVE FOR BABY LIFELINE AT THE ENTERTAINER TOY STORE

Families Can Take Part in Peppa Pig Themed Dancing, Games and Competitions In-Store on 23rd September 2017 from 11am-4pm

Entertainment One's (eOne) popular preschool TV character Peppa Pig and Strictly Come Dancing star Lilia Kopylova will be in Birmingham on Saturday 23 September to launch a new fundraising campaign for Baby Lifeline, the national mother and baby charity.

Baby Lifeline, which supports the care of pregnant women and new born babies, has teamed up with The Entertainer, the UK's largest independent toy retailer, to help raise funds for its Monitoring for Mums appeal.

The campaign will be officially launched at The Entertainer's flagship Bullring store in Birmingham. Children will be able to meet Peppa Pig from 11am until 4.30pm and get involved in *Move with Peppa* sessions, which encourage pre-schoolers to be active through Peppa Pig themed physical activity programmes. The sessions will take place every 30 minutes from 11:30am until 5pm.

The charity is aiming to raise £5 million, which will be used to buy much needed baby monitoring equipment and provide training for hospital staff.

The Entertainer will support the charity's fundraising by donating proceeds from sales across all of its 138 stores. Twenty-five pence from every Peppa Pig toy product sold in store will be donated to the appeal in addition to one pound from the sale of special edition Peppa Pig branded reusable bags.

As well as meeting Peppa Pig and Lilia Kopylova, visitors to the store can get involved in dancing, games and other fun activities. There will also be a competition to win one of four family tickets to the Peppa Pig Live stage shows. Similar activities will be taking place across all of The Entertainer's UK stores from the 18th September and will run until 18th October.

The Entertainer is also running an online draw to win a VIP family pass to Paultons Park in Hampshire, home of Peppa Pig World, including a meet and greet with Peppa Pig and a one night stay at the Chewton Glen 5* luxury hotel and spa with breakfast and dinner. Entries open on the 14th September and run until 18th October, with money raised from entries donated to the Monitoring for Mums appeal.

Judy Ledger, founder and chief executive of Baby Lifeline, said: "We launched the Monitoring for Mums appeal last year in response to the high number of applications we receive from NHS maternity units for vital baby monitoring equipment and training for staff members. Equipment funding requests have so far totalled more than £5 million and the figure keeps growing.

"Since it was launched, more than £200,000 worth of equipment and training has been provided to hospitals across the country through the Monitoring for Mums appeal.

"We're really excited by the partnership with The Entertainer and hope it will provide a further funding boost to the appeal."

Emily Moore, store manager at The Entertainer in Birmingham, said: “We’re really happy to be teaming up with Baby Lifeline to raise funds for such a worthwhile cause and hope that those shopping in Birmingham or elsewhere in the UK on the 23rd September will stop by one of our stores to join in the Peppa Pig fun and support the charity.”

Baby Lifeline was started in 1979 and became a registered charity in 1981. Headquartered in Balsall Common, Warwickshire, the charity works with leading health and legal professionals, as well as local hospitals across the UK, to identify and prioritise equipment and training needs for the maternity sector.

The charity has a number of celebrity patrons including Dame Judi Dench, David Tennant, Kate Ford, David Moorcroft OBE and Nick Owen, as well as ambassadors for the Monitoring for Mums appeal including actress Kellie Bright, Anton du Beke and Lilia Kopylova.

For further information about the competition and to enter online go to www.thetoyshop.com/babylifeline or www.givergy.com/listing/baby-lifeline/vip-peppa-pig-world-hotel

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For more information about Baby Lifeline visit www.babylifeline.org.uk

For more information visit www.TheToyShop.com or pop into your local The Entertainer store.

For further press information or images please contact the press office on: entertainer@speedcomms.com or call 0117 973 3300

Notes to Editors

About the Entertainer

The Entertainer was founded in 1981 in Amersham, Buckinghamshire by husband and wife team, Gary and Catherine Grant, who instilled the driving force and mission; to be the best-loved toyshop – one child, one community at a time. Today, it continues to be a privately-owned company and is renowned for being the largest independent toy retailer in the UK with a total of 138 stores.

As well as a strong High Street presence, The Entertainer has a successful website platform (TheToyShop.com) which offers a 30-minute click and collect service and has 19 million visits annually and growing. The Entertainer is also recognised for its charitable giving. Each year it tithes 10% of its net annual profit to charity, in addition employees are encouraged to donate directly through Payroll Giving. The Entertainer is also an active member of the Pennies scheme, the digital upgrade of the traditional charity box, which enables customers to donate a few pence to charity at the point of sale when paying by card. On average, this generates £5,000 of customer donations to Children’s hospitals each week. The Entertainer currently employs over 1200 staff across the stores and a further 160 in the Head Office in Amersham, Buckinghamshire.

About Entertainment One

Entertainment One Ltd. (LSE:ETO) is a global independent studio that specialises in the development, acquisition, production, financing, distribution and sales of entertainment content. The Company’s diversified expertise spans across film, television and music

production and sales, family programming, merchandising and licensing, and digital content. Through its global reach and expansive scale, powered by deep local market knowledge, the Company delivers the best content to the world.

Entertainment One's robust network includes film and television studio **The Mark Gordon Company**; content creation venture **Amblin Partners** with Steven Spielberg, DreamWorks Studios, Participant Media, and Reliance Entertainment; newly-launched **MAKEREADY** with Brad Weston; leading feature film production and global sales company **Sierra Pictures**; unscripted television production company **Renegade 83**; world-class music labels **Dualtone Music Group** and **Last Gang**; and award-winning digital agency **Secret Location**.

The Company's rights library is exploited across all media formats and includes more than 100,000 hours of film and television content and approximately 40,000 music tracks.