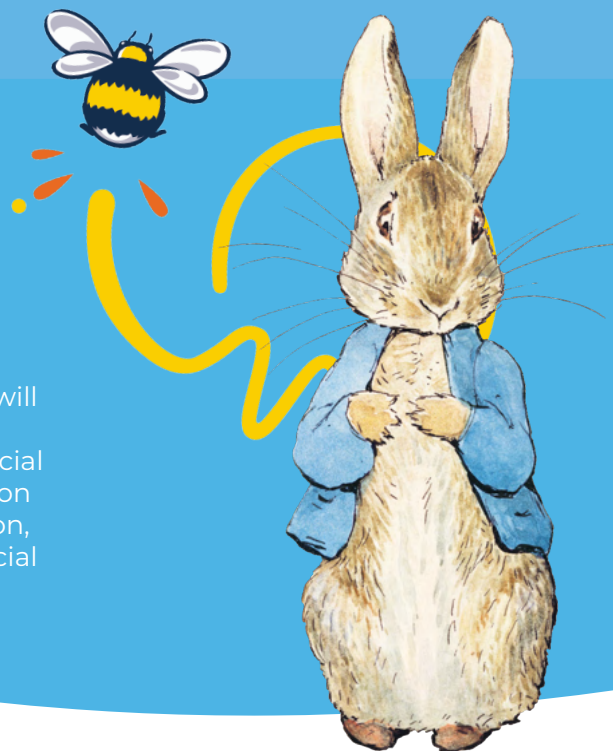


# Introducing Peter Rabbit™: Tales on the Tyne

**Wednesday 15<sup>th</sup> July - Monday 14<sup>th</sup> September 2026**

We invite you, your company, employees and customers to be inspired, get imaginative and celebrate our beautiful region by taking part in an art adventure in support of St Oswald's Hospice.

A trail of specially designed, unique Peter Rabbit™ sculptures will hop to the streets, parks and public spaces of Newcastle city centre and North Tyneside throughout summer 2026 for a special celebration that everyone can be part of. Peter Rabbit™: Tales on the Tyne will showcase the wealth of artistic talent in our region, whilst positively contributing to the economic, cultural and social life of our city.



## What is Peter Rabbit™: Tales on the Tyne?

It's a large-scale public art trail, following in the footsteps of Great North Snowdogs, Elmer's Great North Parade and Shaun on the Tyne. Presented by St Oswald's Hospice in partnership with Wild in Art and The World of Peter Rabbit™, the event celebrates the North East's creativity, culture, and heritage.

The project aims to:

- Provide a free, city-wide art trail in Newcastle and North Tyneside
- Highlight local artists and communities
- Boost tourism, footfall, and spending
- Deliver educational programmes through art
- Raise awareness of and funds for St Oswald's Hospice

**"St Oswald's is one of the great institutions of our city, providing incredible levels of care and compassion for people and their families at the most difficult of times. We're hugely proud to be sponsoring their 2026 art trail as we have in previous years, helping St Oswald's raise the vital funds it needs to continue its extremely important work."**

**I'm really looking forward to seeing what will be following in the footsteps of the Snowdogs, Elmer and Shaun who all brought so much joy to residents and visitors alike in previous years' trails."**

Cllr Karen Kilgour,

Leader of Newcastle City Council,  
Headline partner of Peter Rabbit™: Tales on the Tyne



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

St Oswald's Hospice, Regent Avenue, Newcastle, NE3 1EE. Reg Charity No. 503386

## How does it work?

- Businesses and groups are invited to sponsor a Peter Rabbit sculpture for the duration of the trail
- Artists will be chosen to decorate the rabbits and will partner with a sponsor. Each sculpture will be unique, with its own design and personality
- The finished sculptures will be displayed throughout the streets, parks and public areas of Newcastle and North Tyneside during the summer of 2026
- After the trail ends, it will leave a lasting legacy as each Peter Rabbit will be auctioned to raise funds for St Oswald's Hospice



## Timeline

<b>Spring 2025</b>	Businesses are invited to get involved by signing up to sponsor a Peter Rabbit™ sculpture.
<b>November 2025</b>	Artists are invited to submit designs to be considered.
<b>March 2026</b>	Artist's designs are presented to sponsors to select at an Artist and Sponsor Matching Event.
<b>April – May 2026</b>	Sculptures are painted by artists.
<b>July – Sept 2026</b>	Peter Rabbit™: Tales on the Tyne trail is live.
<b>October 2026</b>	Last chance to visit the rabbits at a Farewell Weekend at Newcastle Civic Centre.
<b>October 2026</b>	Sculptures sold at auction to raise funds for St Oswald's Hospice.

**Hopping with excitement yet? We would love to talk to you about this ear-resistible opportunity.**

**Contact us for more details:  
sponsors@talesonthetyne.co.uk  
0191 246 9123**

A WILD IN ART EVENT IN SUPPORT OF ST OSWALD'S HOSPICE



Headline Partner



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