

MYER CELEBRATES A *HOPPY* CHRISTMAS UNVEILING 66TH SEASON OF ICONIC CHRISTMAS WINDOWS STARRING, THE WORLD OF PETER RABBIT™

Classic children's book character Peter Rabbit is known for sneaking into Mr McGregor's garden, but this festive season the mischievous little bunny has snuck into the iconic Myer Christmas Windows...

Beatrix Potter's *The Tale of Peter Rabbit* comes to life in the 66th year of Myer's much-loved **Christmas Windows**, bringing joy, entertainment and a little mischief to the flagship Bourke Street store from Sunday, 14 November.

Over 12 months of preparation and planning has gone into the 6 window storyboard. Myer together with Stage ONE productions, worked tirelessly to create this special visual display that fuses traditional workmanship with modern technology.

Highlights include;

- 22 main characters, including 19 rabbits, Mr McGregor, a cat as well as numerous birds, mice, goldfish, ducks and insects
- Over 100 individual animated movements, such as a rabbit's ear pricking and a cat's tail flicking
- More than 3000 individual leaves, vegetable and flower petals that were individually drawn, cut, shaped and hand painted
- 240 metres of a special malleable fabric, specifically sourced to create the rough tree roots surrounding the underground burrows

Bringing the theme, narrative and windows to life, is the voice and wit of Melbourne-based comedian and actor, **Magda Szubanski** who narrates the cherished tale for all to enjoy.

The Tale of Peter Rabbit by Beatrix Potter was first officially published in 1902 by Frederick Warne & Co. who will be celebrating **120 years of Mischief** in a year-long celebration for Peter Rabbit throughout 2022.

The Myer Christmas Windows have been synonymous with Australian Christmas tradition since 1956 and are open from Sunday, 14 November until Friday, 24 December 2021.

Quotes attributable to Myer's Director of Stores, Tony Sutton:

"We're excited to bring some joy back into the city and mark the end of 2021 with the pure magic and nostalgia of The World of Peter Rabbit and his friends. This marks a brand-new adventure for the mischievous little bunny and through our Christmas Windows we are humbled to play a part in creating magical memories for our customers that have become fabled across generations.

"I encourage everyone to come and experience the energy and excitement that our flagship store has to offer, from the Christmas Windows through to our world class Giftorium - that

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this year is housed in the iconic Mural Hall, to Santaland and our dedicated customer service and more. We look forward to welcoming you."

Quotes attributable to Thomas Merrington, Creative Director, Penguin Ventures (part of Penguin Random House Children's UK)

"As we head into the 120th birthday celebrations for Peter Rabbit in 2022, we are thrilled that Myer has chosen to feature The World of Peter Rabbit across their main Melbourne windows. The attention to detail on creating these iconic scenes is just incredible and I can't wait to see how they all come together."

Myer will ensure a COVID safe visit for all, including:

- On site security and staff to ensure social distancing and crowd control
- Hand sanitiser stations
- Bollards and signage
- Floor decals advising 1.5meter distance
- Routine sanitising of hard surfaces

Key Dates:

Myer Christmas Windows opening:

Sunday, 14 November

Myer Christmas Windows closing

Friday, 24 December

Myer Windows will be open to the public daily from 7:30am until 10.00pm

SOCIAL: @Myer #MyerChristmas #UnriddleChristmas | @officialpeterrabbit #PeterRabbit

For more information, images or video footage – please contact:

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About Myer

Myer is one of Australia's largest department store groups with a focus on placing customers first in every decision we make and every action we take. Myer operates 59 department stores across Australia. With our 11,000+ team members and 5 million loyal MyerOne members, we are committed to being Australia's favourite department store: providing friendly, helpful service; high quality and exclusive brands; and offering compelling value.

Myer's merchandise offer includes core product categories: Womenswear; Menswear; Childrenswear; Beauty; Homewares; Electrical Goods; Toys; and General Merchandise.

About Peter Rabbit™ and Beatrix Potter

The Tale of Peter Rabbit is one of the world's best-loved children's books and was created by author and illustrator, Beatrix Potter in 1902. The story has never been out of print since it was first published by Frederick Warne & Co. (part of Penguin Random House Children's UK) and has sold in excess of 46 million copies globally. Today over 2 million of her 'little books' are sold globally every



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year, whilst Peter Rabbit has appeared on books and merchandise in more than 110 countries throughout the world.

In 2022, Penguin Random House Children's and Frederick Warne will be celebrating 120 years of mischief with a global campaign to bring *The World of Peter Rabbit*™ to new family audiences via high profile partners and ambassadors. New digital content, commemorative publishing and consumer products will launch alongside immersive experiences and events, to ensure that families everywhere can come together to celebrate with Peter Rabbit.

www.peterrabbit.com

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About Penguin Ventures

Stories have always been at the heart of Penguin Random House. Penguin Ventures was created to bring together the Licensing, Consumer Products, TV Production, Retail, Exhibitions and Live events strategies and to find new ways to tell the world's favourite stories. Penguin Ventures manages a portfolio of licensed literary brands and characters together with an archive of original art. For many years, those characters lived mainly in books, but now they are providing the magic and wonder for all kinds of different consumer products, media and experiences, going beyond the book to tell the complete story. Penguin Ventures is part of Penguin Random House Children's UK.