



Coming Soon - the Gruffalo at the Dean Heritage Centre!

- Press Release –
- For Immediate Release -

If you go down to the deep dark woods of Soudley you might just come face to face with a hungry Gruffalo!

The Dean Heritage Centre (DHC) has gained permission to use the UK's best loved children's book, The Gruffalo, to create an interactive woodland trail at the popular visitor attraction.

Written by Childrens' Laureate (2011-2013) Julia Donaldson with illustrations by Axel Scheffler, the Gruffalo story has captured the hearts of families throughout the UK and beyond.

"A gruffalo? What's a gruffalo?"

"A gruffalo! Why, didn't you know? He has terrible tusks, and terrible claws, and terrible teeth in his terrible jaws."

The Gruffalo, Julie Donaldson

Following the success of their Christmas Forest Fairy Tale trail, staff at the DHC are busily preparing a spectacular trail including all of the characters from this much loved children's story.

Centre Manager, Nathalie Hall, said "We are absolutely delighted to receive permission to develop the Gruffalo trail across our site. The original idea was conjured up by one of our volunteers and after careful negotiation with the publishers we have received the go ahead.

"I believe our location, set against a spectacular forest backdrop will provide the perfect setting to illustrate the story and we have a team of talented chainsaw carvers and volunteers who will create 3D figurines based on the popular characters. There will also be interactive elements for children to interact with and learn from.'

The Centre is looking for a company or companies to sponsor elements of the trail so please contact Nathalie via nathalie@deanheritagecentre.com for more details.



The actual opening date of the trail has not yet been confirmed but centre staff are hoping Easter may see the gruesome Gruffalo arrive onsite – watch this space!!.

For more information on the DHC please visit the new and improved website www.deanheritagecentre.com or call 01594 822170.

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For more information or if you would like a photograph to illustrate the article please contact Harri Le Claire on 01594 822170 or email: Harri@deanheritagecentre.com

Visit: deanheritagecentre.com

Notes to editors

- For more information on the Gruffalo: www.Gruffalo.com
- The Dean Heritage Centre is based in five acres of scenic woodland and is home to five galleries of the history of the Forest of Dean and its' people spanning 10,000 years of history, from the ice age to present day.
- It is open 363 days a year and offers a full diary of events, activities and exhibitions.
- The Museum is a centre of education and offers tailored educational workshops and activities to tie in with the school curriculum. For more information please call Joanne Clarke on 01594 822170.
- The Centre has been awarded the accreditation of Quality Assured Visitor Attraction.
- The Dean Heritage Museum Trust (DHMT) is a company limited by guarantee and is a registered charity.
- In March 2007 the Centre was awarded the accreditation of Quality Assured Visitor Attraction.
- Upcoming events for Spring 2012 include Spring Festival, Science and Engineering week, Easter Bonanza, Fire and Wood festival.