

PRESS RELEASE

Virtual bears are no picnic at the Illuminations 125th anniversary

There's a new look to an old favourite this year at Blackpool Illuminations - the ever popular Teddy Bears' Picnic has been brought into the digital age by Manchester based facility Colin Ralph Graphics Ltd.

Colin Ralph Graphics has produced a DVD of specially designed and created computer animated teddies who dance, sing and give useful messages to visitors. The new teddies can be seen alongside the model bears projected on to a giant screen in the Toytown section of the lights.

Illuminations Manager Richard Ryan pronounced himself highly enthused by Colin Ralph's superb 3d realisation of the revitalised Teddy Bears Picnic. "The Teddy Bears' Picnic has become an illuminations icon and it's very good to see it developed and enhanced in this way. It's a first class job and already I have had very positive feedback from hoteliers and public alike about it. As with the rest of the display we are always seeking to find ways of introducing continual innovation and improvements-this is clearly such an improvement"

Colin Ralph - Managing Director of Colin Ralph Graphics Ltd was delighted with the outcome.

" This was a very exciting and challenging project. We had to create bears that match the much loved originals, and also animate them in a gentle style that involves pre-school children and their parents alike!"

The bears can be seen at the north end of the display near to Red Bank Rd.

Sunday 19 September marks the 125th anniversary of Blackpool's pioneering light show to the day. To celebrate the occasion the festival is to be recreated in a journey through time with 'artificial sunshine' and fireworks. The show will then fast forward to the 21st century with a stunning laser show taking place between North and Central Piers.

ENDS

Please E-mail to request a high resolution still from the animation.

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