



7th February 2011

GORILLAS IN THE MALL

The Mall at Cribbs Causeway is launching a competition to find the most fashionable design for a life-size gorilla sculpture that it has sponsored as part of Bristol Zoo's Wow! Gorillas birthday celebration.

The Mall's Bristol Fashion Week Designer Gorilla Competition will be launched by the TV fashion stylist and Bristol Fashion Week co-host Mark Heyes on Wednesday 9th February, when The Mall's undecorated gorilla sculpture takes up residence next to the fountain in The Mall to help promote the Wow! Gorillas campaign.

The winning design will be hand-painted on to The Mall's gorilla by a professional local artist and be on display at The Mall as part of a 10 week public art trail of gorilla sculptures across the city this summer.

Mark Heyes said: "This is a fascinating project because what does a fashionable gorilla look like? Should it reflect one of this season's catwalk trends? If so, we should see some really exciting colourful designs featuring strong patterns, flowers, denim or stripes, all trends we'll see on the catwalk at Bristol Fashion Week and in the shops this spring/summer.

"Bristol has an edgy fashion vibe so I'm very excited to see what the people of Bristol envisage as a fashionable gorilla!"

The competition is open to anyone over 10 years old. Entry packs are available at www.mallcribbs.com and include a gorilla design template. Entries must be received by The Mall by 21st April and will be judged by The Mall's head of marketing Maria Crayton, TV fashion stylist and Bristol Fashion Week co-host Mark Heyes and Dr Bryan Carroll, Director of Bristol Zoo Gardens.

As well as seeing their design painted on to The Mall's gorilla sculpture and featuring in the public art trail, the winner will also receive a £100 Mall Gift Card and four front row tickets for Bristol Fashion Week in October 2011. Bristol Zoo will present the winner with a Family Day Pass and a Free Animal Adoption. There are also prizes for the second and third place winners.

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Bristol Fashion Week

- The Mall's 11th Bristol Fashion Week runs from Wednesday 23rd to Sunday 27th March, featuring 18 catwalk fashion shows and free pampering treats for shoppers inside The Mall's Beauty Zone. TV fashion stylist Mark Heyes and celebrity hairdresser Andrew Barton host the catwalk fashion shows. Fashion show tickets and more information available from www.mallcribbs.com from 9th February.

Bristol Zoo Gardens

- Bristol Zoo Gardens is a conservation and education charity and relies on income from visitors and supporters to continue its important work.
- This year Bristol Zoo celebrates its 175th anniversary and wants to do more than celebrate.
- Over that past 175 years, the Zoo has brought six generations of Bristolians closer to wildlife, helped save over 175 species from extinction, established over 30 field conservation and research programmes all over the world, showed 40 million school aged children the wonder of nature and given more than 90 million visitors a wonderful day out.
- Throughout the year Bristol Zoo will be bringing people, businesses, charities and wildlife together to share amazing experiences that raise awareness and funds to save threatened wildlife and places. To find out more, visit www.bristolzoo.org.uk/whats-on
- The Zoo will be focusing its efforts on raising funds and awareness in support of gorilla conservation and will be supporting the European Association of Zoos and Aquaria Ape Campaign.
- The EAZA Ape campaign aims to make a significant and lasting contribution to the continued survival of apes and their habitats, and is being led by Dr Bryan Carroll, the Director of Bristol Zoo. www.bristolzoo.org.uk/conservation-campaigns.
- Bristol Zoo has supported and been actively in gorilla conservation in Cameroon since 1998.

Bristol Zoo's Wow! Gorillas' project

- The highlight of Bristol Zoo's 175th anniversary year will see dozens of life-size gorilla sculptures placed on the streets of greater Bristol in a mass public art trail for 10 weeks from July 4th 2011.
- Gorilla sculptures are available for sponsor by organisations, and smaller gorillas are available for sponsor by schools. To find out more about how to sponsor a gorilla, visit the website at www.bristolzoo.org.uk/wow-gorillas.
- Bristol Zoo's gorilla sculptures have been created by Wild in Art, which promotes art through the use of unique animal sculptures as three dimensional artist's canvas.
- The gorilla sculptures will each be individually painted by local artists.
- As well as showcasing the wealth of creative talent the city has to offer, this eye-catching public exhibition will attract tourists to Bristol, while encouraging Bristolians to be tourists

in their own city. The trail also aims to engender civic pride, stimulate the local economy and create a fun event for everyone to enjoy.