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PRESS RELEASE**

ROSA'S FASHIONABLE DESIGN WINS GORILLA COMPETITION

Rosa Smith, a 14 year old student from North Nibley in Gloucestershire, is celebrating after her colourful retro design for a life-size gorilla sculpture was picked as the winner of The Mall at Cribbs Causeway's Designer Gorilla competition.

The Mall sponsored the gorilla sculpture as part of Bristol Zoo's Wow! Gorillas birthday celebrations earlier this year and invited shoppers to design a fashionable look for the gorilla. The Mall received over 100 entries, with designs inspired by everything from summer butterflies to jigsaw puzzles.

Rosa's design was chosen for its detailed interpretation of two key fashion trends – the 1970s revival and the hippy festival look. It features a bold floral top, waistcoat, faded denim shorts, oversize sunglasses, flower headband and bag. It will now be hand-painted onto the gorilla sculpture ready for its appearance in a 10 week public art trail of gorilla sculptures around the city this summer.

Rosa, who attends Katherine Lady Berkeley's School, said: "After visiting Bristol Fashion Week in March, I decided to base my design on 1970s fashion and the festival look, two trends which featured prominently on The Mall's catwalk. I hope people will enjoy my gorilla's fun and fashionable retro look."

A professional local artist will now bring Rosa's design to life by painting it onto the gorilla sculpture.

Maria Crayton, The Mall's head of marketing and one of the three judges, said: "We really enjoyed looking at all the different entries but eventually picked Rosa's because of all the fashionable details she had incorporated, from fringed flip-flops to studded waistcoat. I can't wait to see the design in 3D."

14 year old Elliot Gallacher from Clifton in Bristol came second with his Alexander McQueen heavy metal design. 15 year old Charlotte Humphries from Brislington came third with her black and white animal print design. All the competition entries are on display on The Mall's

website. The judges included TV fashion stylist and Bristol Fashion Week co-host Mark Heyes and Mike Kemp of Bristol Zoo Gardens.

As well as seeing her design painted on to The Mall's gorilla sculpture and featuring in the public art trail, Rosa has also won a £100 Mall Gift Card and four front row tickets for Bristol Fashion Week in October 2011. Bristol Zoo has also presented her with a Family Day Pass and a Free Animal Adoption. Elliot and Charlotte also won Mall Gift Cards and Bristol Fashion Week tickets.

The Mall has now launched another competition – to find a name for its gorilla sculpture. Pick up an entry form at The Mall.

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Bristol Fashion Week

- The Mall's 12th Bristol Fashion Week runs from Wednesday 21st to Sunday 25th September, 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 mid-August.

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.