



# WHITE LION WALK

**Guildford Town Centre Surprises Guaranteed**

## ***Little shoppers at White Lion Walk rejoice after meeting The Snowman™ and The Snowdog!***



On Saturday 29<sup>th</sup> November over 350 children met with the magical Christmas characters, The Snowman and The Snow dog at White Lion Walk Shopping Centre in Guildford.

On one of the busiest shopping weekends of the year, the loveable duo, from the sequel to the traditional Snowman film by Raymond Briggs, were on hand to meet with little shoppers and their families to get everyone in the festive spirit.

Steve Cotney, Centre Manager of White Lion Walk Shopping Centre, commented:

“We were delighted to host The Snowman and The Snow dog in the centre. Both the original and 30<sup>th</sup> anniversary films are such family classics and really bring a magical feeling to Christmas. It was fantastic to see our younger shoppers’ reactions when they met the characters for the first time and it was a great way kick start the festive shopping period in the centre.”

### **About The Snowman™ and The Snow dog**

Originally published in 1978, *The Snowman*, created and illustrated by Raymond Briggs has become one of the world’s most popular children’s books. Available in 15 languages it has sold in excess of 8.5 million copies worldwide with over 3 million of these sales in the UK published under Puffin editions. Adapted for screen by producer John Coates, the Oscar-nominated animation launched on Channel 4 in its inaugural year in 1982 and has been repeated every Christmas since. The sequel, *The Snowman and The Snow dog* premiered on Channel 4 on Christmas Eve 2012 and was seen by over 10 million people over the festive period. The Snowman brand enjoys an international audience with global broadcast of the sequel and an array of consumer products now available. Snowman Enterprises Limited (SEL) is a Penguin owned company.

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