



Disappointment as Spectacular Art Trail is Postponed.

Hares About Town, a spectacular free art event due to be hopping onto the streets of Southend this summer, has been postponed until Easter 2021.

The recent Corona Virus pandemic has seen all events cancelled or postponed as the country goes into lock down. It is a disappointing blow to all the people who have worked so tirelessly this year promoting and sponsoring this amazing event which will see over 30 super-sized Hare sculptures form an incredibly impressive, huge art installation to raise money for much loved charity Havens Hospices.

Louise Gloyne, Head of Major Revenue/Capital Appeal at Havens Hospices said: 'It is obviously a huge disappointment to everyone involved but we plan to still make this incredible project come together. Everything is place for this to be a hugely successful event and Easter 2021 seems an apt time for this to happen; the March Hare representing new life and a new beginning. We are confident the trail will be every bit as amazing despite the postponement.'

The decision to delay delivery of this world-class art trail for the time being is a precautionary measure to help minimise the impact of Covid-19 (Coronavirus). The Hares About Town team are still very much looking forward to bringing colour and conversations to the streets over the months ahead.

Charlie Langhorne, Co-founder and Managing Director of Wild in Art said, "We are living in unusual times at the moment and it is inevitable that some projects will be impacted. Wild in Art events are designed to bring the enjoyment of public art to all and when Hares about Town is revealed in

spring 2021, it will give everyone a reason to smile. We look forward to seeing everyone out on the streets once again, enjoying time with friends and family and discovering all the wonderfully painted Hares.”

We are working hard with our partners to plan new trail dates for Easter 2021 which will not only enable residents and visitors to enjoy the trail safely but will also ensure that all our stakeholders and sponsors benefit from the increased confidence that this will bring and a better return on investment.

To keep up to date with all the information see www.haresabouttown.co.uk

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Notes to Editor

Wild in Art is one of the leading creative producers of spectacular public art events that entertain, enrich, inform and leave a lasting legacy. They bring together businesses and creative sectors with schools and local communities through the creation of uniquely painted sculptures.

Wild in Art have a track record of delivering world-class events that have a major positive impact on local economies and raise significant funds for charitable causes.

SINCE 2008 WILD IN ART EVENTS HAVE:

- Enabled over £15m to be raised for charitable causes through auctions alone

- Injected £2.4m into local creative communities
- Engaged over 850,000 young people in learning programmes
- Helped millions of people of all ages to experience art in non-traditional settings

Many thousands of visitors will walk the trail, talk about the trail and share photos and personal highlights on social media. In the last four years, Wild in Art events have recorded a collective economic impact of more than £100 million!