

# The Paddington™ Trail

## Paddington by St Pauls

#BearWithUs

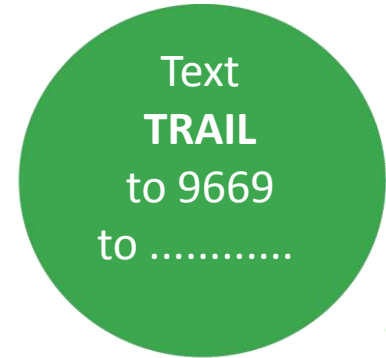
The Paddington Trail follows in the pawprints of Michael Bond’s beloved bear to explore his favourite places and to celebrate the art, culture and people of his adopted city, London.

Paddington finds a good home and warm welcome when he arrives in London. Not all children are as lucky but, through Childline, the NSPCC is always there for any young person in need of help.

See London through Paddington’s eyes by visiting all the statues on the trail – [www.visitlondon.com](http://www.visitlondon.com)

Share a photo from your Paddington trail adventure #BearWithUs  
*(# for mock up purposes only - #tbc)*

The Paddington Trail is brought to life by:



[www.nspcc.org.uk](http://www.nspcc.org.uk)

Also in aid of Paddington’s charity:

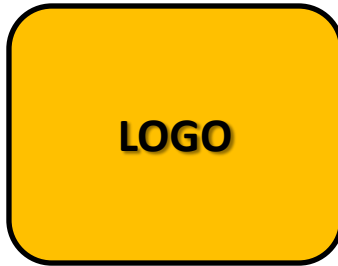


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The Paddington Trail has been made possible thanks to:



Headline sponsor copy:  
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Abcdefghijklmnopqrstuvwxyz  
Abcdefghijklmnopqrstuvwxyz

Right hand side plaque

**LONDON™**  
& PARTNERS

**NSPCC**   
Cruelty to children must stop. FULL STOP.

**STUDIOCANAL**

 **HEYDAYFILMS**

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## Paddington by St Pauls

#BearWithUs

This Paddington has been adopted and designed by:



Copy on sponsor.....

St Pauls Cathedral is one of Paddington's favourite places...(copy about St Pauls)

Abcdefghijklmnopqrstuvwxyz  
Abcdefghijklmnopqrstuvwxyz  
Abcdefghijklmnopqrstuvwxyz



Copy on artist – name/ bio etc....

*\*Artist info only when applicable*

Left hand side plaque

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Copy on artist – name/ bio etc....

St Pauls Cathedral is one of Paddington's  
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Abcdefghijklmnopqrstuvwxyz  
Abcdefghijklmnopqrstuvwxyz  
Abcdefghijklmnopqrstuvwxyz

Why they love Paddington.....

Version for  
high profile  
artists