



## **PRESS RELEASE**

### **Zazz gears up for busy Easter with enhanced 'Day Out With Thomas'™ events**

Global event and project management company Zazz Projects Ltd is gearing up for a busy Easter with a packed calendar of events under the popular 'Day Out With Thomas' programme.

These are family events featuring Thomas the Tank Engine™ and his railway friends, including Sir Topham Hatt (The Fat Controller) and offer a variety of activities and fun for everyone. The Easter events will take place at Buckinghamshire Railway Centre, East Anglian Railway Museum, Embsay & Bolton Abbey Steam Railway, Gwili Railway and Mid Hants Railway between Good Friday and Easter Monday.

Thousands of children, alongside their families and friends of all ages, are expected to visit participating heritage railways located throughout the country, to enjoy 'Day Out With Thomas' events.

Zazz Projects who are experts in the development and management of events and attractions has held the 'Day Out With Thomas' contract with HIT Entertainment, a leading provider of quality children's entertainment, since Autumn 2007. This year has a particular significance for Thomas & Friends™, as the UK's number one pre-school brand celebrates its 65<sup>th</sup> anniversary.

Mark Braddock, a director of Zazz Projects, said: "Easter is the time of year when we have the most heritage and railway attractions simultaneously hosting Day Out With Thomas events.

This involves in particular attention to detail, including planning, implementation and control of various elements of these events to ensure satisfaction not only for visitors to the events, but the venues hosting the days out too.

We are looking forward to delivering the project – particularly in this milestone 65<sup>th</sup> anniversary year, it is a very challenging and rewarding programme of events.

To mark the 65<sup>th</sup> anniversary of Thomas & Friends, a number of new initiatives are being introduced to further enhance visitor experience - including a series of re-enactments involving characters, engines and visitors."

Marion Cursons, Director of Live Events and Attractions at HIT Entertainment, added: "Days Out With Thomas are a highly popular element of our events and attractions business, delighting many Thomas fans and railway enthusiasts across the UK. They provide the public with an opportunity to enjoy an authentic experience on an original steam train similar to that on which the Thomas character is based."

Throughout 2010, Zazz will oversee the delivery of 242 'Day Out With Thomas' events held at 30 heritage and tourist attractions across the UK.

The work that Zazz carry out involves the management of these events from concept to completion working both with HIT Entertainment and the venues in order to deliver these themed events to the public.

The events are constantly evaluated by Zazz in regards to branding, marketing, operations, facilities and customer service and an ongoing programme of improvements, support and training for the venues allows this Staffordshire based project management company to deliver the high standards required of them.

## **ends**

Notes To Editors

Press release issued by Jane Shepherd, Shepherd PR Limited.

[jane@shepherd-pr.com](mailto:jane@shepherd-pr.com) / +44 1538 308685 /

[jo@shepherd-pr.com](mailto:jo@shepherd-pr.com) / +44 7985 129315

[www.shepherd-pr.com](http://www.shepherd-pr.com)

Further information about HIT Entertainment:

Patricia Lodge,

Director PR & Communications, HIT Entertainment

+44 207 554 2566 / [plodge@hitentertainment.com](mailto:plodge@hitentertainment.com)

## **Notes To Editors**

### **About Zazz Projects Limited**

Zazz Projects Ltd (Zazz) was launched in 2003 and offers a range of turnkey project management solutions to an international client base within the leisure, tourism and visitor attractions' market, along with the co-ordination of one-off events and their professional operation. Areas of expertise include festival and event management, operational procedures, event co-ordination, project management and the development, set-up and management of attractions world wide. Zazz is managed by directors Mark Braddock and Rosa Tahmaseb, who have wide-ranging knowledge and experience in developing, planning, delivering and operating complex events and attractions.

It is a truly 'hands-on' company, focused on working with clients and their internal teams to ensure every project is given 100 per cent attention to detail – meeting client expectations and achieving the highest standards.

To view the company's extensive portfolio and find out more about the services it offers, please log on to [www.zazz-projects.com](http://www.zazz-projects.com)

Zazz Projects Limited  
Suite 1, Uttoxeter Business Centre  
Town Meadows Way, Uttoxeter  
ST14 8AZ  
United Kingdom

Tel + 44 (0) 1889 560676

### **About HIT Entertainment**

HIT Entertainment, is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes properties, such as *Barney*<sup>™</sup>, *Bob the Builder*<sup>™</sup>, *Thomas & Friends*<sup>™</sup>, *Pingu*<sup>™</sup>, *Fireman Sam*<sup>™</sup>, *Angelina Ballerina*<sup>™</sup> and *Rainbow Magic*<sup>™</sup>. HIT represents Chapman Entertainment's *Fifi and the Flowertots*<sup>™</sup> and *Roary the Racing Car*<sup>™</sup> in North America, as well as *Wallace & Gromit*<sup>™</sup>, *Shaun the Sheep*<sup>™</sup>, *Timmy Time*<sup>™</sup> and Aardman Classics from Aardman Animations. HIT also acts as representative for *The Wiggles*® in the UK. Launched in 1989, HIT's lines of business span television and video production, content distribution, publishing, consumer products licensing and live events and has operations in the UK, US, Canada, Hong Kong and Japan.

HIT is a part-owner of US-based preschool channel, PBS KIDS SproutSM, and international preschool channel JimJam, (outside of the US, UK and China).

For more information, visit [www.hitentertainment.com](http://www.hitentertainment.com)