

# Katie Gibson

## Freelance copywriter

Work samples for Scouts

- Red Nose Day 2019
- Sport Relief 2020
- Immediate Media (BBC Magazines)
- Eurostar

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# Red Nose Day 2019 – school fundraising packs

Ever since I can remember, I've loved Red Nose Day, so it was a huge honour to be asked to concept and write the fundraising packs for nurseries, primary and secondary schools.



## FILL YOUR FRIDAY WITH FUN

Go all out and squeeze in the whole lot, or just pick the activities that fit in around your day. You'll find more tips for each activity on pages 8 and 9.



Make a note of your Red Nose Day plans

*Schedule plan* \_\_\_\_\_  
*Activities to do* \_\_\_\_\_  
*Project ideas* \_\_\_\_\_  
*Food* \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

<b>REGISTRATION</b>	<b>NON-UNIFORM DAY</b> <ul style="list-style-type: none"> <li>Collect the cash for your dress-down day.</li> </ul>	<b>SELL RED NOSES</b> <ul style="list-style-type: none"> <li>Do a quick craft and get every cook covered.</li> </ul>
<b>ASSEMBLY</b>	<b>SET THE SCENE</b> <ul style="list-style-type: none"> <li>Use our assembly or film to show your pupils what Red Nose Day is about at <a href="http://comicrelief.com/">comicrelief.com/</a> / <a href="http://fahad">fahad</a></li> </ul>	<b>HIT THE RIGHT NOTE</b> <ul style="list-style-type: none"> <li>Sing along to the Red Nose Day song. Put A Nose On It!</li> </ul>
<b>BREAK TIME</b>	<b>SPLAT THE TEACHER</b> <ul style="list-style-type: none"> <li>Head to the playground and get set to get wet.</li> <li>Ask for a donation for every sponge thrown.</li> </ul>	
<b>LUNCH TIME</b>	<b>BAKE SALE</b> <ul style="list-style-type: none"> <li>Pick a central spot to set up shop and sell, sell, sell.</li> </ul>	<b>QUICK-FIRE QUIZ</b> <ul style="list-style-type: none"> <li>Find an empty classroom and pit teachers against pupils.</li> <li>Charge teams for entry and the audience for tickets.</li> </ul>
<b>AFTER SCHOOL</b>	<b>SCHOOL DISCO</b> <ul style="list-style-type: none"> <li>Clear the dance floor and line up a playlist.</li> <li>When the final bell rings, get the party started.</li> <li>Sell tickets in advance or on the door.</li> </ul>	<b>TEACHERS HAVE GOT TALENT</b> <ul style="list-style-type: none"> <li>Set the stage for an after-school talent show.</li> <li>Give each act a labelled basket.</li> <li>Votes are cast with cones and noses – highest earner wins.</li> </ul>





**ONLINE EXTRAS**

Watch videos and download posters, ticket templates, event tips and more at [comicrelief.com/primaryextras](http://comicrelief.com/primaryextras)



02 FUN IDEAS

## TAKE THE CAKE

These tasty little Red Nose Day cupcakes are easy enough to make with your pupils, if you've got access to an oven. So get baking to bring in the cash.

**Shopping list**  
 (Please list in order) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**FOR THE CAKES**

- 100g soft butter or margarine
- 150g caster sugar
- 2 large eggs
- 1 tsp vanilla extract
- 150g self-raising flour
- 1 tsp baking powder
- 3 tbsp milk
- Paper cases

**FOR THE DECORATION**

- 150g icing sugar
- 2-3 tbsp water
- Glacé cherries or red sweets
- A tube of writing icing

**MAKE THE CAKES**

- Heat the oven to 180°C/160°C fan/gas mark 4 and line a 12-cup muffin tin with paper cases.
- Mix the butter and sugar together in a bowl until smooth and pale. Beat the eggs in a separate bowl then mix them into the butter and sugar, along with the vanilla extract.
- Gently fold in the flour and baking powder, then add the milk a little at a time until the mixture drops easily off a spoon. Dollop the mixture into the paper cases until they're about three-quarters full.
- Bake in the oven for 10-15 minutes, or until golden-brown on top and a skewer poked into one of the cakes comes out clean.
- Set aside in the tin for 5-10 minutes, then move your cakes to a wire rack to finish cooling.

**GET DECORATING**

- Sieve the icing sugar into a bowl and add the water a few drops at a time until the icing's smooth but still thick. (You don't want it running straight off your cakes.)
- Spoon some icing onto each cake and gently spread it towards the edges.
- Pop a cherry or sweet on top for a nose, then add eyes and a mouth with writing icing.

**TOPPING TIP**

Use lemon juice instead of water to give your icing a zingy twist.








**ONLINE EXTRAS**

Find more tasty bake sale recipes, along with cake labels and baking at [comicrelief.com/primaryextras](http://comicrelief.com/primaryextras)

To see more, please go to [plumtreecreative.com/comic-relief](http://plumtreecreative.com/comic-relief)

# Red Nose Day 2019 – school resources

From games and a quiz to activity sheets, stories and posters, I had a brilliant time devising and writing a whole range of fun stuff for teachers and kids.

## RED NOSE DAY TREASURE HUNT

**FRIDAY 15 MARCH**

**HELLO GROWN-UP!**  
 Before you start, remember to collect donations from your little ones. Then, working as one team or in small groups, help them hunt for and count all the things on the list. (You might want to hide a few extras.) Depending on what they find, you could make a big Red Nose Day collage with your collection at the end.

Take a look around the room or – if you can – outside. Can you find...?

**1** noisy thing

**2** things beginning with the letter r

**3** shiny things

**4** round things

**5** red things

**look**

Now draw a picture of your favourite red thing. How about a bus or a balloon, or Mr Tumble's bright red nose?



**red**

**Makaton** For more Makaton learning, go to [Makaton.org](http://Makaton.org)

Red Nose Day is an initiative of Comic Relief which is the trading name of Charity Projects, a registered charity in England and Wales (231762) and Scotland (SC133273). Photo credits: BBC, IMAGO, JPP

## GUESS KATHERINE RYAN'S FAVOURITE CUPCAKE

**FRIDAY 15 MARCH**

**HOW TO PLAY THE STAFFROOM SWEEPSTAKE**

- Pay £2 to pick a cupcake, then write your name on the back.
- Get to work at 8am/9am after 3pm on Friday 15 March.
- When the chosen cupcake will be revealed.
- Take the cash – £10 for the winner and £20 for the runner-up.
- Find out how to play in your country at [www.rednoseday.co.uk/sweep](http://www.rednoseday.co.uk/sweep)

**FR** FOR THE FUTURE

Red Nose Day is an initiative of Comic Relief which is the trading name of Charity Projects, a registered charity in England and Wales (231762) and Scotland (SC133273). Photo credits: BBC, IMAGO, JPP



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To see more, please go to [plumtreecreative.com/comic-relief](http://plumtreecreative.com/comic-relief)

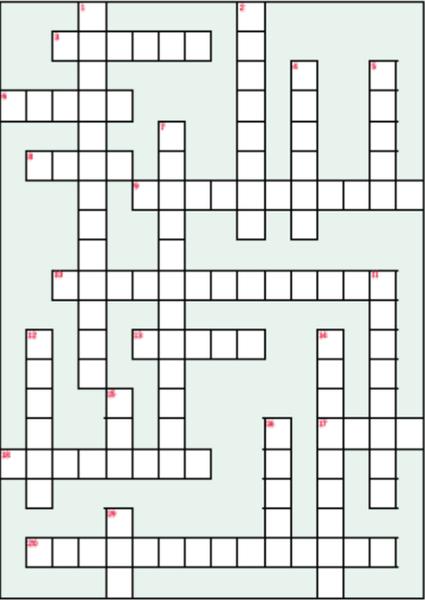
# Red Nose Day 2019 – school resources

From games and a quiz to activity sheets, stories and posters, I had a brilliant time devising and writing a whole range of fun stuff for teachers and kids.

## KNOW YOUR NOSES CROSSWORD



Take a look at the Get to know your Noses poster, then put your memory to the test to answer the crossword clues.



**Across**

3. Snufflekins lives in Conk ..... (6)

6. What does Gnose have on his face? (5)

8. Happy Hooster is doing a sponsored hop around the castle ..... (4)

9. Who lives in a snorytale castle? (11)

10. Which Nose is actually a set of twins? (13)

13. The Abominable Snoseman lives on ..... Snosedon. (5)

17. Happy Hooster might be a frog or a ..... (4)

18. Who's a bit of a party animal? (8)

20. Where do all the Noses live? (3, 4, 2, 5)

**Down**

1. Rearrange roll hairy snot to spell a Nose's name. (5, 8)

2. What's Wolfnose doing to raise money? (5-3)

4. This Nose loves telling jokes: Conk ..... (6)

5. What's Snufflekins wearing? (5)

7. Which Nose could cast a spell on you? (6, 6)

11. What kind of chilly fight is the Abominable Snoseman planning? (8)

12. .... It is afraid of spiders. (5)

14. What kind of cakes did Horikus Ponikus make? (9)

15. Schnoz III is raising money with a sponsored ..... (3)

16. Conk Jester will be telling loads of these on Red Nose Day. (5)

19. How many toes does The Gnose have? (3)

## RED NOSE DAY QUIZ




### Round one: Red Nose Day history

**1. When was the first Red Nose Day?**

A. 1988  
B. 1996  
C. 2000

**4. Which Red Nose lives at the top of Mount Snosedon?**

A. Noseciva  
B. The Abominable Snoseman  
C. Snufflekins

**2. The money you raise will help people where?**

A. Overseas  
B. In the UK  
C. Both overseas and in the UK

**5. What does Conk Jester like to tell?**

A. Jokes  
B. Lies  
C. Tales

**3. How many Red Noses are there this year?**

A. 9  
B. 10  
C. 11

### Round two: International

Before starting this round, make sure everyone's seen the primary school film at [comicrelief.com/farhad](http://comicrelief.com/farhad)

**1. Farhad, the boy in the Red Nose Day film, lives in a refugee camp in which country?**

A. Serbia  
B. Bulgaria  
C. Greece

**6. Why did he grow up in Iran?**

A. There was a war in his own country  
B. His auntie lived there  
C. His dad got a new job

**2. How old is he?**

A. 10  
B. 11  
C. 12

**7. On his journey from Iran to Europe, Farhad threw his pencils and paintbrushes into the sea. Why?**

A. They got wet  
B. To make the boat lighter so it would float  
C. He didn't want to carry them any more

**3. How many brothers does he have?**

A. 1  
B. 2  
C. 3

**8. How often is someone in the world forced to abandon their home because it's no longer safe to stay there?**

A. Every 2 seconds  
B. Every 2 minutes  
C. Every 2 hours

**Now time for a bit of guess work...**

**9. Which amount of money could provide crayons, pencils, paint and paper for children living in a refugee camp?**

A. £30  
B. £13  
C. £3

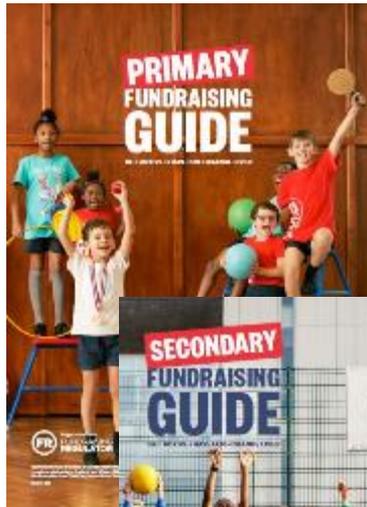
**10. Which amount of money could provide a week of hot, nutritious meals for a family living in a refugee camp?**

A. £36  
B. £180  
C. £360

To see more, please go to [plumtreecreative.com/comic-relief](http://plumtreecreative.com/comic-relief)

# Sport Relief 2020 – school fundraising packs

When Sport Relief rolled around, I was delighted to be invited back to work on all the school and nursery content for Comic Relief.



## FUNDRAISING IDEAS

From dressing up to winding down, running a mile to dancing all day, there's a fundraising idea for every energy level. Just pick your favourite and have fun.

Download more posters, activities and fundraising resources at [sportrelief.com/school-fundraising](http://sportrelief.com/school-fundraising)

<b>GET YOUR KIT ON</b> Give people what they want to see on Friday 13 March and wear sports kit for dancing in school for a special day. The more you wear, the more you'll see to cheer on their sporting heroes and heroes.	<b>SHOUT ABOUT IT</b> Put up posters, announce it to assembly and send out an email invitation.	<b>EFFORT LEVEL</b> 
<b>SELL WRISTBANDS</b> Make one available after the school, you can get boxes of 20 for a deposit of just £5.00 per box. Order your set sport-themed wristbands and make them yours. You can make them as simple as a single eye to make some cash.	<b>SPREAD THE WORD</b> Send an email to parents and make sure your year books feature and when you're sending an email.	<b>EFFORT LEVEL</b> 
<b>SPONSORED SERENITY</b> Writing it is so much about mental resilience as it is about mental health. Organise a sponsored walk or run to raise money for mental health.	<b>MINDFUL RESOURCES</b> We've got a list of resources for your school. We've got a list of resources for your school. We've got a list of resources for your school.	<b>EFFORT LEVEL</b> 
<b>DO AN ANYTHING-ATHON</b> Dances, hop, skip, walk or run, just keep going for 24 hours. You can do anything you like. You can do anything you like. You can do anything you like.	<b>GET YOUR GIFT AID</b> Make sure your pupils are aware of the importance of Gift Aid. You can do anything you like. You can do anything you like. You can do anything you like.	<b>EFFORT LEVEL</b> 
<b>TOURNAMENT TIME</b> Plan a tournament where you can have a prize for the winner. You can do anything you like. You can do anything you like. You can do anything you like.	<b>SIDELINE SNACK BAR</b> Sell delicious snacks to support your year group. You can do anything you like. You can do anything you like. You can do anything you like.	<b>EFFORT LEVEL</b> 
<b>SPORT RELIEF MILE</b> Ask thousands of schools across the UK and get sponsored to walk, run, hop, skip or swim the Sport Relief Mile.	<b>GO THE EXTRA MILE(S)</b> Push to the limit with a challenge. You can do anything you like. You can do anything you like. You can do anything you like.	<b>EFFORT LEVEL</b> 

## 8 STEPS TO A FUNDRAISING PERSONAL BEST

- SELL SPORT RELIEF WRISTBANDS**  
 Look out your fundraising by selling wristbands. With our exclusive offer for schools, you can get boxes of 20 for a deposit of just £5.00 per box. Order yours at [sportrelief.com/wristbands/schools](http://sportrelief.com/wristbands/schools)
- SET UP A FUNDRAISING PAGE**  
 Create a matching page at [fundraising.sportrelief.com/sign-up-school](http://fundraising.sportrelief.com/sign-up-school). Then post it on social media, send it to parents and ask everyone to share, share, share.
- DO A CHEEKY SWEEPSTAKE**  
 Make a quick £20 with the sweepstake poster in this pack. Use your £20 to buy the school and ask your year group to take a punt.
- SET A TARGET**  
 Set an achievable fundraising target that you can reach. Give each class a goal and award those points or prizes for the most money raised.
- SIGN UP THE SCHOOL COUNCIL**  
 Download our the school council guide at [sportrelief.com/school-council](http://sportrelief.com/school-council) and get your pupils to take the lead.
- BRING IN LOCAL BUSINESSES**  
 Use their extra help at [sportrelief.com/school-council](http://sportrelief.com/school-council) to ask local businesses to donate prizes or match your fundraising.
- SEND AN EMAIL TO PARENTS**  
 Share your plans and invite them to help by filling in a paper or our ready written note. Download it at [sportrelief.com/school-council](http://sportrelief.com/school-council)
- SHOUT ABOUT IT**  
 Share your plans with us on social media using #SportReliefSchools, put up the posters in this pack and ask everyone to spread the word to round up a crowd and lots of cash.

**PLAY BY THE RULES**  
 Before you start, take a quick look at our list of dos and don'ts at [sportrelief.com/rules-and-terms](http://sportrelief.com/rules-and-terms)

To see more, please go to [plumtreecreative.com/sport-relief](http://plumtreecreative.com/sport-relief)

# Sport Relief 2020 – school fundraising packs

When Sport Relief rolled around, I was delighted to be invited back to work on all the school and nursery content for Comic Relief.

## HOW YOUR MONEY HELPS

Please be aware that this story covers issues of mental health and suicide. If you or your students need support on these topics, please go to [sportrelief.com/support](https://sportrelief.com/support)

### MEET REECE

UK

17-year-old Reece has had a tough few years. When he was 10, his dad left and he had to move to a different, tougher part of the city, leaving behind his friends, his school and his childhood home.

He was badly bullied at his new school and received anonymous text messages mocking him and encouraging him to kill himself.

For years, Reece kept his emotions bottled up and struggled on alone. He felt under pressure to be strong and didn't think he could trust anyone.

Thankfully, Reece discovered Virtually Minded, a project jointly funded by Sport Relief and the #iwill Fund. With their help, he started to speak out about his feelings and get the support he needed.

He's come a long way since he first joined the group and is now a mentor for other boys struggling to open up about their mental health.

Find out more at [sportrelief.com/meet-reece](https://sportrelief.com/meet-reece)



I want to inspire people, to tell them they're not alone and they've always got someone to speak to.



Reece



By fundraising for Sport Relief, you can help thousands of others like Reece and Grace, here in the UK and across the world.

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### MEET GRACE

MALAWI

15-year-old Grace lives in rural Malawi with her parents, brothers and sisters. She goes to school every day and enjoys reading science books. Her life could have been very different though.

For girls like Grace, childhood marriage is a very real possibility. In fact, one in ten girls in Malawi is married by the time they're 15, and teenage pregnancy means lots of girls drop out of school early.

Luckily though, in Grace's community, an innovative project called Girls Inspired is using the power of sport to give girls a better life. Funded by Sport Relief, the scheme combines playing netball with learning about their rights and the importance of education.

Grace never used to see the point of going to school, but now she looks forward to doing her homework. And scoring her next goal.



If weren't for this project things might not have worked out for me. My greatest goal in life is to complete my education.



Grace



## LEARNING RESOURCES

This Sport Relief we've created a set of curriculum-linked learning resources inspired by Reece's story, which:

- explore issues related to bullying and mental health
- focus on personal development, including resilience, confidence and independence
- link to the PSHE Association programme of study and the new Relationships and Sex Education (RSE) and Health Education curriculum
- have been designed for ease of delivery in PSHE lessons or tutor time
- help students see the real-life benefits of fundraising for Sport Relief.

### SECONDARY FILM

Hear from Reece about how he was helped, in our short film made especially for secondary schools.



### READY-MADE ASSEMBLY

Set the scene for Sport Relief with a few quick fundraising facts, as well as ideas to inspire everyone.

### ACTIVITIES AND POSTERS

Download quick, easy tutor time activities, as well as learning posters and more.



Find all this and more at

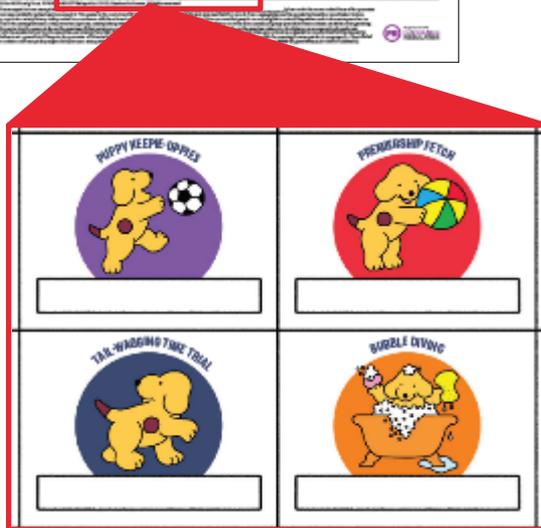
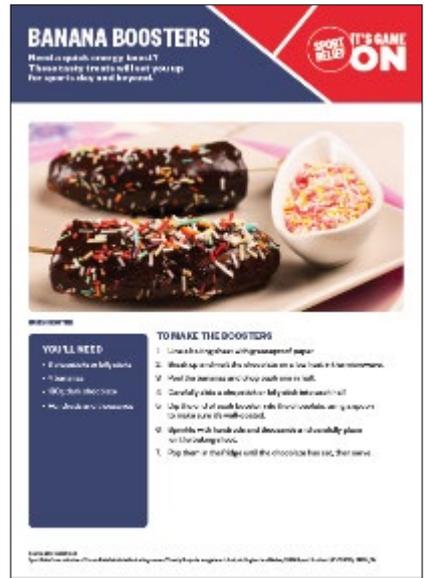
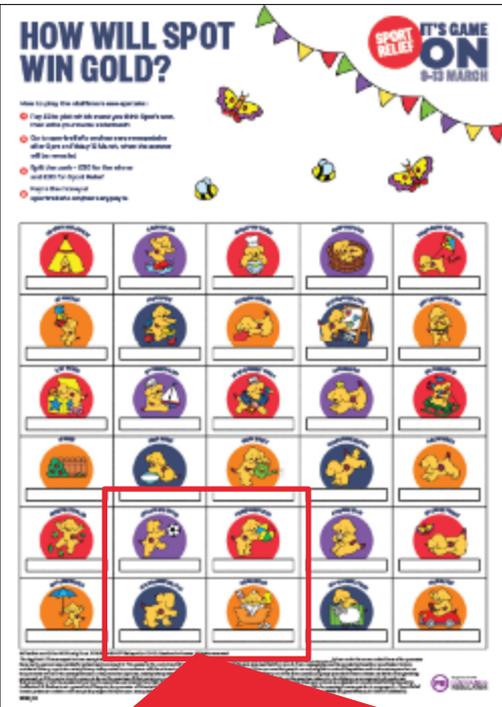
[SPORTRELIEF.COM/SECONDARYEXTRAS](https://sportrelief.com/secondaryextras)

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To see more, please go to [plumtreecreative.com/sport-relief](https://plumtreecreative.com/sport-relief)

# Sport Relief 2020 – school resources

From Sport Relief Mile markers to colouring sheets, competitions to recipes cards, I came up with ideas for activities and wrote copy of every shape and size for the It's Game On campaign.



For a closer look, please go to [plumtreecreative.com/sport-relief](http://plumtreecreative.com/sport-relief)

Write all you can think of about the things you do to be active in your life. If you think you're going to be a star, write it all down!



# Immediate Media – craft activities

I had a wonderful time at Immediate, coming up with craft ideas for Swashbuckle and Toybox.

## MAKE A BOX PIRATE

**You will need:**

- safe scissors and glue
- a small empty box
- paint
- a grown-up to help you

**1** Paint the box in your favourite colour and leave it to dry. Ask a grown-up to cut out all the pirate pieces on this page.

**2** Fold the legs back and forth along the dotted lines to make funny concertina legs!

**3** Stick the legs to the bottom of your box, and the arms to the side.

**4** Choose the face bits, and stick them on however you like! AHARRR!

**LEGS**

## JUNGLE FRIENDS

**Grab your STICKERS** and some cardboard rolls to make lots of jolly...

**YOU WILL NEED:**

- safe scissors & glue
- paint
- cardboard rolls
- a grown-up to help you

**TREE**  
Paint cardboard rolls brown, then stick on the big leaves.

**TIGER**  
Paint a cardboard roll orange. Once dry, stick on the tiger pieces, black stripes and eye stickers. ROAR!

**ELEPHANT**  
Paint a cardboard roll grey. Once dry, stick on the elephant's trunk, ears and eye stickers!

**MONKEY**  
Paint a cardboard roll brown, then stick on the monkey pieces and eye stickers. Ooh ooh, ah ah!

**SNAKE**  
Paint a cardboard roll whatever colour you like! Ask a grown-up to cut it into a spiral, then add its tongue, eye and pattern stickers.

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# Immediate Media – dinosaur story

My nieces are big fans of Andy, so it was great fun writing a story for *Andy's Amazing Adventures*.

**Story** The adventure of...  
**Allosaurus and salt!**

1 This dino was big and fierce!

At the museum, Andy was making a new display. It was an Allosaurus, a dinosaur that was as tall as a giraffe! He had a big bag of salt to sprinkle around his display. 145 million years ago, Allosaurus lived in salty...

2 But when Andy opened the bag... "AAA-CHOO!" Oh no! The bag was filled with sneezy pepper instead of salt. "AAA-CHOO!" Andy sneezed again. "I haven't got time to get any salt before the museum opens!" he said. But just then, Andy heard the magic clock chime! Ding, ding, ding! It was time to go on a prehistoric adventure!

**DING!**

Can you say it? Allosaurus al-oh-sore-us

**Story**

3 Andy hopped into the clock and disappeared in a flash of blue light!

I've travelled back in time 143 million years!

4 **To the time of Allosaurus!**

5 There was a herd of enormous, long-necked Diplodocus! The Diplodocus herd started to run away, but the Allosaurus ran after them!

6 **Woah!**

7 **Salt!** Just what I need to finish the display.

Andy couldn't believe his luck! He had landed in a big pile of salt! Just what he was looking for! Quickly he collected some and put it in his backpack. Now he needed to get back to the magic clock! Andy looked in his backpack and found a kite. How was that going to help? But just then, Andy had an idea!

8 Andy opened the kite and waited for a big gust of wind... it blew him back to the clock, just in time!

9 I did it!

10 **Woee hee!** This is fun!

Andy got back to the museum and rushed to put his prehistoric salt on the Allosaurus display. What an amazing Allosaurus Adventure!

**The end!**

**Andy's diary**  
 Help Andy to write about his adventure.

Circle your answer.

Today, I travelled back in time 143 million years! I went to find some...

sausages  salt

Tick your answer.

I saw a herd of enormous...

sheep  Diplodocus

... and I had a ride on a fierce Allosaurus! This is what it looked like!

Draw and colour the Allosaurus.

**BIG BITE**

To see full-size PDFs, please go to [plumtreecreative.com/immediate-media](http://plumtreecreative.com/immediate-media)

# Immediate Media – Peter Rabbit story

Having grown up reading the original Tale of Peter Rabbit, I enjoyed adapting an episode of the new TV programme for a story in Toybox.



## THE TALE OF THE FIERCE BAD RABBIT

Peter and his friends meet a creature with a secret!

**1** Flopsy and Mopsy were telling a story about a bunny who discovered the **most delicious dandelions** in the world. The only problem **was** they were guarded by the **fiercest, most horrible rabbit** in the world.



1 The rabbit is so mean. GRRR!

**2** "Let's go and get those **delicious dandelions**," said Peter. "We shouldn't!" cried the others. But **off** they went, nervously.



2 I know where that field is!

**3** Soon, they reached a rope bridge, which wobbled with **each step**. Suddenly the bridge collapsed and they tumbled into the ditch below, followed by some **big heavy rocks!**



3 Whoooo!

**4** "That rope didn't break, it was cut!" said Peter. "It must be the **Fierce Bad Rabbit!**" cried Lily. Together, the rabbits **pushed and pushed on the rocks** until they were free, then scampered to the **dandelion field**.



4 We're trapped!

**5** No sooner had they started **munching on delicious dandelions** than a terrifying shadow fell across the field. **The Fierce Bad Rabbit!** The friends ran away as fast as their paws would carry them... but they'd left poor Cotton-tail behind. Peter dashed back to get her and **came face-to-face with the Fierce Bad Rabbit!** But there was something funny about the scary bunny. "Wait a second, **you're not a rabbit!**" said Peter. "What are **you?**"



6 Who dares eat MY dandelions?

**6** It was a tiny shrew, wearing leaves as rabbit ears! "Those **dandelions are mine!**" he grumbled. "That's not true, they belong to everyone. **You should learn to share,**" said Peter. With that, Peter and Cotton-tail hopped off to pick **lots of delicious dandelions** for Lily and Benjamin. On the way home, the rabbits munched happily as Peter told them the whole **not-so-terrifying tale**.





THE END!

What delicious things did Peter and his friends want to eat?  
Circle the answer.



Radishes



Carrots



Dandelions

Who was the Fierce Bad Rabbit really?  
Tick the answer.





**HELLO** grown-ups Ask your child questions as you read this story to them, to check they are understanding it. We've included some simple words that are highlighted in red, so if your child is beginning to read, ask them to say them out loud.



# Eurostar – card games for kids

The run-up to Christmas can get pretty hectic at Eurostar's stations, so I came up with this little card game to keep kids amused while they waited to board.



Watch the stop-motion video I made and try the quiz at [plumtreecreative.com/kids](http://plumtreecreative.com/kids)

# Eurostar – their first ever April Fool

I still can't quite believe they gave me the green light to write this leaflet for station teams to hand out. 10 points for spotting the station anagrams...

1 April 2014




**SHAFDOR & ELF SEBBET**  
Vectate a Cantia



These two smaller fish are both species of the Vectate a Cantia genus and share a green, leafy habitat which often benefits from warm ocean currents.

**POISSON D'AVRIL**  
Piscis aprilis



With its small, front-facing eyes, the Piscis aprilis has somewhat limited binocular vision, making it vulnerable to attack from behind.

**KING CRUSTACEAN**  
Magna locum in Londinenst



Discovered in 1952, this species is notable for the evolutionary leap which saw substantial changes to its skeleton and appearance in 2013. Lives alongside the Nast's Carp.

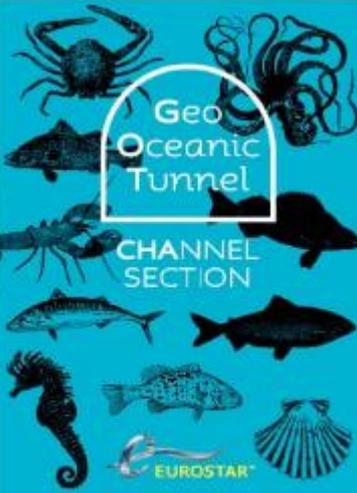
**RED HERRING**  
Aprilis Stulti omnes diem



Often hard to spot until the last minute, the Red Herring takes its prey by surprise, approaching from an unexpected angle to distract and confuse.

Geo  
Oceanic  
Tunnel

CHANNEL SECTION




**INTRODUCING THE GEO OCEANIC TUNNEL (CHANNEL SECTION)**

At 37.9km long and 75m deep at its lowest point, the ground-breaking acrylic glass Geo Oceanic Tunnel is a world first.

And now, with the help of cutting edge LED technology, our trains will light the way through the Channel section for the first time.



Providing a unique window on the fascinating marine ecosystem between the UK and France, the **GOTCHA** is the ultimate in onboard entertainment.

**So sit back, relax and watch the whales go by...**

## Spotter's Guide

To help you make the most of your time in the tunnel, here's a guide to some of the species you might be able to spot en route.

**ORANGE RUDD**  
Galli urbem stationem



A striking species with distinctive orange and pink lines passing through it. Not to be confused with the Red Sea-Gelt which lives nearby.

**NAST'S CARP**  
Terminus europa-stella Londinium



Sharing a system of underground tunnels with the King Crustacean (see overleaf), this larger species is able to travel very quickly over long distances.

**BRISID MUSSEL**  
Unlone Europaea capitale



Surviving on a diet of sea waffles and praline plankton, the Brisid Mussel cultivates green, pearl-like organisms which are harvested each December.

For a larger image, please go to [plumtreecreative.com/kids](http://plumtreecreative.com/kids)

# Eurostar – make your own decoration

Celebrating Eurostar's favourite cities and sharing the Christmas love with decorations to colour in, cut out and slot together.

**O CHRISTMAS TREE  
MON BEAU SAPIN  
O DENNENBOOM**

Colour in your Christmas tree then pop it in the post to someone special.

Colorie ton sapin de Noël puis glisse-le dans une boîte aux lettres pour l'envoyer à un proche.

Kleur je kerstboom en sleep hem dan in een envelop om op te sturen naar iemand speciaal.

**Instructions:**

- Color the tree:** 1. Cut carefully along the lines and slot the tree pieces together. 2. Colour the tree and send it in the post to a friend or family member.
- Make a train:** 1. Cut along the lines and slot the train pieces together. 2. Colour the train and send it in the post to a friend or family member.
- Make a coach:** 1. Cut along the lines and slot the coach pieces together. 2. Colour the coach and send it in the post to a friend or family member.

**A STAR IS BORN  
UNE ÉTOILE EST NÉE  
EEN STER IS GEBOREN**

Colour in your twinkly star then pop it in the post to someone special.

Colorie ton étoile scintillante puis glisse-la dans une boîte aux lettres pour l'envoyer à un proche.

Kleur een glanzende ster en sleep die dan in een envelop om op te sturen naar iemand speciaal.

**Instructions:**

- Color the star:** 1. Cut along the lines and slot the star pieces together. 2. Colour the star and send it in the post to a friend or family member.
- Make a train:** 1. Cut along the lines and slot the train pieces together. 2. Colour the train and send it in the post to a friend or family member.
- Make a coach:** 1. Cut along the lines and slot the coach pieces together. 2. Colour the coach and send it in the post to a friend or family member.

EUROSTAR

EUROSTAR

See larger images at [plumtreecreative.com/kids](http://plumtreecreative.com/kids)

# Eurostar – Christmas stickers and postcards

Cheeky little stickers and a nostalgia-prompting postcard to be handed out at stations in the run-up to Christmas.



See larger images at [plumtreecreative.com/kids](http://plumtreecreative.com/kids)

# Eurostar – other silliness

Just a few extra little things that Eurostar let me and their brilliant designers loose on.



### AU LAIT, LÉGER OR ALLONGÉ?

Learn the café lingo and order like a local



### FOLLOW LES GRANDS PHILOSOPHES AND PONDER LIFE'S BIG QUESTIONS.

Like "how many is too many croissants?"



Swap parkin for pain au chocolat (Tour de Yorkshire coasters)



← Who says you can't have fun with a 25-character headline?



I see a train journey in your future... ..and a warm, buttery croissant.

Take a closer look at [plumtreecreative.com/eurostar](http://plumtreecreative.com/eurostar)

See more at  
**plumtreecreative.com**

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EE

Eurostar

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Sky

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