



## Step into *Bluey's Aussie Christmas* only at Bluewater



- *Free ticketed activation over 2 consecutive weekends: 28-30 November and 5-7 December*
- *A limited number of time slots are now available to reserve at [Bluey.tv](https://www.bluey.tv)*
- *The Bluey Christmas Tree will reside at Bluewater throughout the festive season*

**Wednesday 19<sup>th</sup> November, London:** BBC Studios warmly invites fans of the global hit animated series *Bluey* to visit ***Bluey's Aussie Christmas***, a free ticketed event exclusive to **Bluewater Shopping Centre** in Kent.

Families can step into *Bluey's Aussie Christmas*, an Australian Christmas-themed activation that includes a huge Christmas tree inspired by the *Bluey* episode 'Verandah Santa' and Bingo's '[Crazy Christmas Lights](#)' moment. Kids can say hello to Bluey and Bingo, and personalise their own festive photo.

When visitors first arrive, they can take a snap in front of Bluey's iconic family home, decorated for Christmas. Families will then be greeted by Bluey's Helpers who will show them how to play fun games inspired by *Bluey* episodes.

**Katie Hibbs, Senior Marketing Manager at BBC Studios says:**

“*Bluey’s* all about family fun, and what better time to celebrate that than Christmas? We wanted to sprinkle a bit of sunshine over the UK this festive season with *Bluey’s Aussie Christmas* at Bluewater. It’s a chance for families to hit pause and create lovely memories – for real life.”

**Claire Dunn, Deputy Centre Director at Bluewater, commented:**

“We are thrilled to be hosting *Bluey’s Aussie Christmas*, an exclusive, free experience that families won’t find elsewhere this festive season. Here at Bluewater, we are committed to helping our guests create truly memorable moments and teaming up with BBC Studios to bring the magic of *Bluey’s Christmas* to life - complete with an Aussie twist - delivers just that. We know that families visiting Bluewater are looking for truly special experiences, and this unique activation is set to make us the ultimate destination for festive fun in the run up to Christmas.”

*Bluey’s Aussie Christmas* will be located on the Ground Floor Atrium Space of the Rose Gallery, opposite John Lewis, and open to visitors across two fun-filled weekends: **28–30 November** and **5–7 December**. To reserve a free spot for *Bluey’s Aussie Christmas*, visit [Bluey.tv](https://www.bluey.tv).

Designed for families to enjoy together, *Bluey’s Aussie Christmas* lasts between 4-10 minutes, depending on group size and pace. Visitors may wait approximately 20 minutes before entry, during which time *Bluey’s Helpers* will be on hand to ensure guests are kept entertained.

So everyone can join the holiday fun, there will also be dedicated accessible sessions available to book<sup>1</sup>, featuring thoughtful sensory adjustments such as lower noise levels and extended time slots for a more relaxed experience for those that need a little more time.

Additionally, *Bluey’s Aussie Christmas’s* stunning Christmas Tree will be at Bluewater from 28<sup>th</sup> November through until 29<sup>th</sup> December - for families to enjoy together throughout the holiday season.

*Bluey* is also sponsoring Bluewater's much-loved Christmas attraction the Ice Rink. The undercover attraction is located outside the Village, near Zizzi's and will be open every day until Sunday 4<sup>th</sup> January (excluding Christmas Day). For further information, and to book tickets please visit <https://bluewater.co.uk/>.

What's more, Showcase Bluewater will be showing *Bluey at the Cinema: Let's Play Chef Collection*, an hour-long treat made up of eight existing episodes from the BAFTA & Emmy® award-winning hit TV series, written by *Bluey* creator Joe Brumm and produced by Ludo Studio, all based around the fun of food. Plus, Christmas shoppers can find a wide array of *Bluey* products from toys and books to apparel, footwear and food at number of retailers at Bluewater Shopping Centre. Including John Lewis, Waterstones, The Entertainer, Marks & Spencer, H&M and more.

**For further enquiries please contact:**

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For general *Bluey* enquiries: Frances Cherry-Becker, Senior Publicist, BBC Studios: [frances.cherry-becker@bbc.com](mailto:frances.cherry-becker@bbc.com)

***Ends***

**Notes to Editors:**

<sup>1</sup>**Relaxed Sessions** are specially designed for children and families who would benefit from a sensory adapted space and/or a slower group experience. These sessions will take place on: **Friday 28th November 10AM-11AM; Sunday 30th November 12PM-1PM; Friday 5th December 10AM-11AM; Saturday 6th December 10AM-11AM; Sunday 7th December 4PM-5PM.**

**About Bluey**

Bluey is a loveable, inexhaustible Blue Heeler dog, who lives with her Mum, Dad and her little sister, Bingo. Bluey uses her limitless energy to play games that unfold in unpredictable and hilarious ways, bringing her family and the whole neighbourhood into her world of fun.

Bluey is created and written by Joe Brumm and produced by Emmy® Award-winning Ludo Studio for ABC KIDS (Australia) and co-commissioned by ABC Children's and BBC Studios Kids & Family. Financed in association with Screen Australia, Bluey is proudly 100% created, written, animated, and post produced in Brisbane Queensland, Australia, with funding from the Queensland Government through Screen Queensland and the Australian Government. BBC Studios Kids & Family hold the global distribution and merchandise rights.

In Australia, the show is broadcast on ABC. The series airs and streams to U.S. and global audiences (outside of Australia, New Zealand and China) across Disney Channel, Disney Jr. and Disney+ through a global broadcasting deal between BBC Studios Kids & Family and Disney Branded Television.

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### **About BBC Studios Brands & Licensing**

The BBC Studios Brands & Licensing division is the driving force in extending BBC Studios IP through innovative brand extensions, fostering deep fan engagement worldwide. Partnering our iconic brands - including Doctor Who and Bluey - with the world's biggest brands, promoters, and publishers, ignites the imagination of fans and creates memorable brand-fame moments. Our diverse portfolio spans consumer products, live entertainment, gaming, and publishing, while BBC Studios Digital drives over 1 billion views per month, offering advertising and branded content opportunities. Supported by award-winning teams, we focus on finding visionary opportunities to enhance global brand impact and digital growth.

**BBC Studios** | [Website](#) | [X](#) | [LinkedIn](#) | [Instagram](#)

### **About Ludo Studio**

Ludo Studio is a BAFTA, multi-Emmy®, Logie and Peabody award-winning Australian studio and one of TIME's Most Influential Companies of 2024, that creates and produces original scripted drama, animation and digital stories that are authored by incredible local talent, distributed globally and loved by audiences everywhere. [ludostudio.com.au](http://ludostudio.com.au)

### **About Landsec**

We identify and shape places that create opportunity, enhance quality of life, and bring joy to the people connected to them.

This is how we've created the UK's leading portfolio of urban places and one of the largest real estate companies in Europe.

Our £10 billion portfolio is built around premium workplaces, the country's pre-eminent retail platform, and a residential pipeline that will redefine urban life.

We've honed this ability over 80 years. Spotting the opportunities, building the partnerships, and continually adapting to shape the places that meet the needs of a changing world.

Places where life happens. Where businesses grow. And where cities are defined.

### **About Bluewater**

Bluewater, Europe's leading retail and leisure destination, offers great shopping with free, extra wide parking and has over 280 stores and places to eat. Plus, with a 17 screen Showcase Cinema de Lux including IMAX, Gravity Trampoline Park, Dinotropolis Giant Soft Play, and brand-new attractions at Hangloose Adventure – including the UK's only outdoor skydive machine and Europe's largest swing - there's something for everyone. Find out more at [bluewater.co.uk](http://bluewater.co.uk)

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## Bluey

The series follows Bluey, a loveable, inexhaustible, blue heeler dog, who lives with her Mum, Dad and her little sister, Bingo. Bluey uses her limitless energy to play games that unfold in unpredictable and hilarious ways, bringing her family and the whole neighbourhood into her world of fun. Bluey is produced by Ludo Studio for ABC KIDS (Australia) and co-commissioned by ABC Children's and BBC Studios. Financed in association with Screen Australia, Bluey is proudly 100% created, written, animated, and post produced in Brisbane Queensland, Australia, with funding from the Queensland Government through Screen Queensland and the Australian Government. BBC Studios Kids & Family hold the global distribution and merchandise rights. In Australia, the show goes out on ABC.

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