

Miffy partners with Bliss for national baking fundraiser in Feb 2015

Parents & kids can bake together with Miffy baking products



To mark her 60th birthday, classic character Miffy is helping raise money for premature and sick baby charity Bliss, with the sale of children's aprons and baking products from www.miffybliss.com to support the charity's national fundraising activity 'Bake for Bliss' – a series of cake sales across the UK between 12-15th February 2015.

Miffy Aprons:

Young Great British Bake Off wannabes can get covered in flour without ruining their clothes as they bake beautiful cakes for their local Bliss cake sale, thanks to these cute Miffy aprons

made of wipe-able PVC. Suitable for 2-4 years, and available from www.miffybliss.com from 1 January, priced £5.99 (£1 donation to Bliss).

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Miffy Baking Sets:

Cute, stylish and an ideal birthday gift or just as a purchase for your kitchen, the Miffy Baking Set has everything your child needs to get prepped for the Bake for Bliss fundraising event in February. Packaged in a stylish tin, the set contains a cotton Miffy apron, Miffy-shaped cookie cutters and a rolling pin. Available in either pink or green colourways, you can buy the Miffy Baking Set from www.miffybliss.com from 1 January 2015, priced £19.99 (£3.50 donation to Bliss).



Loved by children and parents worldwide, Dick Bruna's little white bunny, Miffy, celebrates her

60th birthday in 2015 and is raising money throughout the year for Bliss – the UK's national charity which supports the one in nine babies born premature or sick and their families that require its help every year.

If you fancy organising your own Bake for Bliss cake sale or want to find out where your nearest one is taking place, visit www.bliss.org.uk

ABOUT MIFFY'S 60TH ANNIVERSARY

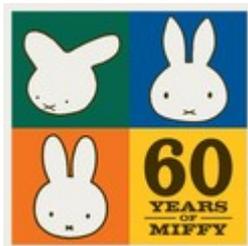
This is the UK Official Online Press Office for Miffy's 60th Anniversary.

Dutch artist, Dick Bruna created the classic children's character, Miffy, in 1955 whilst on a rainy seaside holiday in North Holland. A little bunny kept hopping around the garden of his holiday home - he sketched it by day and at night Dick Bruna made up stories about it to entertain his one year old son. That bunny later became Miffy.

60 years later, there are 32 storybooks about Miffy, which have sold over 85 million copies and are translated in more than 50 languages. Now published in the UK by Simon and Schuster, 16 Miffy storybooks have been refreshed for a modern British audience by award winning poet, Tony Mitton and are available from all good bookshops.

There is Miffy merchandise sold across 5 continents, a new TV series and a movie. Celebrations for Miffy's anniversary will take place worldwide throughout 2015.

The publishing and international rights to Miffy are managed by Mercis bv in Amsterdam.



Miffy's 60th Anniversarypressroom

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