

Miffy comfort blanket raises funds for premature babies





With survival ratios of UK-born premature babies having tripled in the last 20 years, this year's World Prematurity Day (17 November 2014) saw the launch of a Comfort Blanket featuring the classic character Miffy to raise funds for Bliss – the special care baby charity which supports the one in nine babies and their families who need its help.

Whilst soft toys are not allowed in ICU incubators, nurses actively encourage new mums who can't hug their premature babies to use comfort blankets to transfer their natural scent. Packaged in a luxury gift box, the Miffy Bliss Comfort blanket is made of soft white velour with satin edging. It would make an ideal gift for any new born baby.

The Miffy Bliss Comfort Blanket is available from www.miffybliss.com, priced £14.99, £3.50 of which will be donated to Bliss.

Dick Bruna's much loved white bunny character celebrates 60 years in 2015; the launch of this Comfort Blanket is the first in a series of fund-raising products and activities to support Bliss throughout the anniversary year.

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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