

In aid of

NSPCC

THE **PADDINGTON** TRAIL

CHRISTIE'S

PRESS RELEASE | London
FOR IMMEDIATE RELEASE: 11 December 2014

YOUR CHANCE TO OWN A PIECE OF THE PADDINGTON TRAIL NOW OPEN FOR BIDDING



Kate Moss, *Goldie Bear*
Starting Bid: £500

London – Following the success of *The Paddington Trail* gala auction which raised over £500,000, Christie's proudly presents the *Paddington* online sale, now open for bidding until 7 January 2015. Offering a selection of 36 Paddington statues, each uniquely designed by a host of famous faces including Kate Moss, Matthew Williamson, Guy Ritchie and Darcey Bussell, the proceeds of the sale will help the NSPCC and its ChildLine service ensure that children have someone to turn to in times of need in the same way that Mr and Mrs Brown were there for Paddington. Located at some of London's key cultural landmarks, the bears are currently on display as part of *The Paddington Trail*, brought to the capital to celebrate the film's release by STUDIOCANAL, VisitLondon.com and the NSPCC with sponsorship from Barclaycard. Prices start from £500, to begin bidding please visit <http://www.christies.com/paddington>.

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Kate Moss, *Goldie Bear* ©Paddington and Company Limited/Studiocanal S.A. 2014
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REGISTRATION FOR BIDDING & FURTHER INFORMATION:

Auction: *The Paddington Trail*

Bidding opens: 10 December 2014, 3:00pm GMT/10:00am EST

Bidding starts to close: 7 January 2015, 3:00pm GMT/10:00am EST

Link to web page: <http://www.christies.com/paddington>.

About Christie's

Christie's, the world's leading art business, had global auction and private sales in 2013 that totaled £4.5 billion/ \$7.1 billion, making it the highest annual total in Christie's history. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, the company has since provided a celebrated showcase for the unique and the beautiful. Christie's offers over 450 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War and Contemporary, Impressionist and Modern, Old Masters and Jewellery.

Christie's has a global presence with 54 offices in 32 countries and 12 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong and the latest additions Shanghai and Mumbai. More recently, Christie's has led the market with expanded initiatives in growth markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai.

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For ongoing information on the sale, visit <http://www.christies.com/paddington>.

Visit Christie's Website at www.christies.com

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About the NSPCC

The NSPCC is the only UK wide charity solely focused on preventing cruelty to children. The charity works directly with vulnerable children in 40 locations across the UK providing therapy, support and advice to them and their families. The NSPCC helpline provides a 24 hour phone number for adults to report child abuse or seek advice. The charity also runs ChildLine which takes hundreds of thousands contacts a year from children and young people and visits primary schools throughout the country. The NSPCC also successfully campaigns for laws and policies to protect children and bring abusers to justice.

For more information visit www.nspcc.org.uk