

Hatch Fest at RZSS Edinburgh Zoo

RZSS EDINBURGH ZOO ROLLS OUT THE WORLD'S
FIRST HATCHIMALS FESTIVAL THIS EASTER

RZSS Edinburgh Zoo is inviting families across the UK to bring their magical and interactive Hatchimals to Hatch Fest, the world's first ever Hatchimals Festival, this Easter from 10 – 17 April 2017.

Hatch Fest gives families the chance to learn about real animals that lay and hatch eggs while exploring a special Hatchimals-themed trail around the Zoo – inspired by the UK's top toy craze. The special Hatch Fest trail around RZSS Edinburgh Zoo is designed to help visitors discover the eggs of a range of animals including penguins, flamingos, rhea, insects, owls, snakes and pelicans.

Visitors will receive limited edition trail maps on arrival at the Zoo from 10 – 17 April. Hatch Fest will also feature a host of activities linked to eggs including special daily talks about the world-famous penguin colony, 'Meet the Reptiles' and 'Meet the Insects'.

Children are also encouraged to take part in the Hatch Fest picnic, on the main lawn each day, with a special Hatchimal photo opportunity and seasonal treats available from the Jungle Café. Every visitor will get the chance to enter a giveaway to win exclusive Hatchimals prizes.

Dawn Nicoll, Senior Keeper, Living Collections at RZSS Edinburgh Zoo, said: "We're incredibly egg-cited to host Hatch Fest at RZSS Edinburgh Zoo. This is an opportunity for families to explore our limited edition Hatch Fest trail, learn about eggs at Easter and bring along their

Hatchimal toys.”

Spin Master revealed a world of wonder and discovery with the launch of Hatchimals on October 7, 2016. Nestled inside a brightly speckled egg, the Hatchimal relies on a child’s curiosity, care and nurturing. The Hatchimal responds to the power of human touch and begins to hatch and communicate through taps, pecks, lights and sounds; which Hatchimal is inside is only revealed when it hatches. Once hatched, children can nurture and play with their Hatchimal, raising it through three life stages: Baby, Toddler and Kid.

Charlotte Yates, Senior Brand Manager, Spin Master Ltd, said: “This is the world’s first ever Hatchimals festival and what better location than the world-class RZSS Edinburgh Zoo. Globally, Hatchimals have seen an unprecedented response and it’s great to be able to partner with the RZSS Edinburgh Zoo to help extend the magic of Hatchimals.”

For more information about Hatch Fest at RZSS Edinburgh Zoo, please visit: edinburghzoo.org.uk

For more information about Hatchimals, please visit: hatchimals.com