

Where Art I Wullie? CALA sponsors #OWBBT Trail in the West End

A property developer is harnessing the popularity of one of Scotland's most iconic characters to help raise awareness of an important children's charity.

On Monday 17th June, CALA Homes welcomed Oor Wullie to the West End of Edinburgh, unveiling the sculpture as part of Oor Wullie's BIG Bucket Trail – in support of Edinburgh Children's Hospital Charity (ECHC).

CALA Homes' bespoke character, Where Art I Wullie?, has been designed by Mark Kirkham – the 'Edinburgh Sketcher' – and is 'tattooed' with famous locations from around the capital.



Where Art I? Oor Wullie – Photo Martin P. McAdam

Located opposite The Crescent at Donaldson's by CALA Homes (East), members of the public will now be able to view the sculpture along with the rest of the trail for the next 11 weeks, helping to raise awareness of the vital work carried out at Edinburgh's Royal Hospital for Sick Children.

Allan Walker, Director of Group Marketing at CALA Homes, said: "CALA Homes is delighted to be supporting Oor Wullie's BIG Bucket Trail and Edinburgh Children's Hospital Charity this summer.

"This is a once in a lifetime opportunity to participate in the world's first nationwide public art trail to significantly boost Scotland's provision for children and young people in hospital.

"Families are at the heart of everything we do at CALA and we are always looking to give back to communities when and where we can.

“We are proud to be playing our part and encourage everyone in Scotland to get involved by taking part in the trail too.”



Oor Wullie – Photo Martin P. McAdam

Roslyn Neely, Chief Executive at ECHC, said: “We are delighted to have the support of CALA Homes as a sponsor of Oor Wullie’s BIG Bucket Trail.

“This is such a unique opportunity for the children’s hospital

charities in Scotland to partner with each other, and with businesses across the country to make a huge difference for generations of children who find themselves needing to spend time in hospital.

“We are grateful to CALA for coming on board and working with us on this exciting project that will ensure that all young people in hospital across Scotland can be children first and patients second.”

To follow the trail in Edinburgh, download Oor Wullie’s BIG Bucket Trail app or pick up a map from various locations, including Ocean Terminal, Jenners and The Gyle Shopping Centre.

Oor Wullie’s HQ can be found at St Andrew’s Square, while pictures of the unique sculptures around Edinburgh can be shared online using the #owbbt and #echcharity hashtags.

To find out more about Oor Wullie’s BIG Bucket Trail, visit www.oorwullie.com



Oor Wullie – Photo Martin P. McAdam