

The Santa Experience with Peter Rabbit™ arrives at Derbion this Christmas – with tickets now on sale



Families can enjoy a heart-warming new interactive experience at Derbion this Christmas featuring Peter Rabbit and Friends, gingerbread decorating and a visit to Santa.

Running from Thursday 26 November to Thursday 24 December, The Santa Experience with Peter Rabbit™ will invite children and their families to enjoy a festive adventure through Peter Rabbit's world.

The adventure begins inside Peter Rabbit's cosy burrow, where Mrs. Rabbit will ask children to help track down Peter's missing Christmas presents.

Young visitors will follow clues and make their way through Peter's secret tunnel before emerging into a beautiful snowy forest, where the festive adventure continues.

Families will then join Peter Rabbit and Friends to decorate gingerbread biscuits ready for a Christmas feast, before finishing their visit with a special meeting with Santa, where every child will receive a gift.

Tickets for the brand-new festive experience are now on sale, priced at £11 for children and just £2 for adults.

Beth McDonald, Managing Director at Derbion, said: "Christmas is such a special time of year for families, and we wanted to create something that children and parents could really enjoy together.

“The Santa Experience with Peter Rabbit™ gives children the chance to step inside a much-loved story, help Mrs. Rabbit solve a Christmas mystery, meet Peter Rabbit and Friends and decorate their own gingerbread biscuit.

“Of course, no Christmas adventure would be complete without a visit to Santa, and we’re delighted to be bringing this brand-new experience to Derby for families from across the region to enjoy.”

The Santa Experience with Peter Rabbit™ will run from 26 November until Christmas Eve, giving families plenty of opportunities to add some extra festive magic to their Christmas plans.

To book The Santa Experience with Peter Rabbit™, visit <https://www.derbion.com/events/the-peter-rabbit-and-santa-experience/>

For more information on Derbion, visit www.derbion.com

The Santa Experience with Peter Rabbit™ is officially licensed by Beatrix Potter’s publisher Frederick Warne & Co. (now part of Penguin Random House and owner of The World of Peter Rabbit™).

ENDS

Press enquiries:

For all press enquiries, please contact Rewired via Derbion@rewiredpr.com, or:

- Jessica Pardoe Jessica@rewiredpr.com
- Ellie Mitchell Elliem@rewiredpr.com
- Charlotte George Charlotte@rewiredpr.com
- Lauren Cleaver LaurenC@rewiredpr.com

Notes to Editors:

About Derbion

Derbion is the East Midlands’ premier retail and leisure destination, offering a full family-day out within a contemporary and safe environment.

The centre has an attractive lineup of famous brands with over 200 household names, including Next, Zara, Mango, H&M, M&S, Pandora, Hugo Boss and JD, with new additions in the last 12 months including Victoria’s Secret, Seasalt and Crew Clothing. We’re proud to also be home to a 127,000 sq. ft department store for Frasers, Sports Direct, USC and GAME.

Home to Flo Skatepark and 10 indoor padel courts at Social Sports Society, alongside leisure attractions including Showcase Cinema de Lux, Paradise Island Adventure Golf, Hollywood Bowl and the 640-seat Derby Theatre, Derbion is one of the UK’s most extensive and distinctive retail and leisure destinations. Plus, the venue’s Food Terrace offers a wide variety of grab and go options for visitors to choose from, with seven further standalone restaurants and many more cafes and eateries throughout the centre.

The scheme is supported by an integrated, secure car park facility, offering 2,700 spaces in the heart of Derby city centre.

Find out more at <http://www.derbion.com>.

About Peter Rabbit™ and Beatrix Potter

The Tale of Peter Rabbit is one of the world's best-loved children's books and was originally written by author and illustrator, Beatrix Potter in a picture letter in 1893. It was first published by Frederick Warne & Co. (today an imprint of Penguin Random House) in 1902 and the story has never been out of print since, selling in excess of 46 million copies worldwide. Today over 2 million of Beatrix's books are sold globally every year, whilst Peter Rabbit has appeared on books and merchandise in more than 110 countries throughout the world.

In 2026, we are celebrating 160 years since Beatrix Potter's birth. This will closely be followed in 2027 by the 125th anniversary of Peter Rabbit (marking 125 years since we first published Beatrix Potter's *The Tale of Peter Rabbit*).

Penguin Random House Children's is committed to growing and protecting The Peter Rabbit™ brand. The World of Peter Rabbit™, one of the world's largest literary based consumer products and experiences programmes, is managed in-house by Penguin Ventures.

www.peterrabbit.com

PETER RABBIT™ © Frederick Warne & Co. 2026. PETER RABBIT and BEATRIX POTTER are trademarks of Frederick Warne & Co., a Penguin Random House Company. All rights reserved.