

For immediate release: 2 July 2021



Derby Museums challenges businesses to take on the Derby Ram Trail Bo-Peep Dash



Image: Groovy Derby Ram by Pea credit Steve Wroe

Derby Museums are challenging local businesses to take part in a friendly, competitive, timed early morning dash on Tuesday 27 July (7.30am – 8.30am) around the Derby Ram Trail.

The Trail has already been a huge hit as people discover exciting experiences on the ram trail. As part of planned activities Derby Museum are rolling out the Bo-Beep Dash, a ticketed event where teams of up to six make their way around all the rams in 60 minutes, taking a selfie at each one. Ram themed team names and fancy dress are optional though definitely encouraged. Prize categories include Trail Blazer (fastest), Beauty and the Sheep (best costume) and Lord of the Wool (highest fundraiser). Participants are being invited for a coffee and pastry in the Museum of Making following the event.

Mohammed Suleman, Director of Resources at Derby Museums said: *“This is a fantastic opportunity for local businesses to re-connect their teams in a really fun way whilst fundraising for Derby Museums. We have suggested minimum donation amounts for entering your teams and any extra donations in support of the Derby Ram Trail will also of course be very welcomed”*

To find out more and to register your team, please visit:

<https://bit.ly/CorporateBoPeepChallenge>.



Any businesses interested in sponsoring the event are encouraged to contact Jenny Cuadrado, Head of Fundraising: jennifer@derbymuseums.org for more information.

A custodian of the city's cultural heritage, Derby Museums is an independent charitable trust that manages three museums in Derby: Derby Museum and Art Gallery, Pickford's House, and the new Museum of Making. Through its award-winning programmes, among other laudable initiatives, Derby Museums provides free learning activities and events for over 4,700 school pupils and 14,000 children and families each year. By fundraising for Derby Museums will continue in the conservation of Derby's rich heritage for future generations.

-Ends-

For more information, please contact Jenny Cuadrado, Head of Fundraising:

jennifer@derbymuseums.org / 01332 642617.

Notes for Editors

Derby Ram Trail

Is a spectacular free art sculpture trail which will be in Derby until Sunday 22nd August 2021. A flock of fabulously colourful and unique rams will take you on a trail around the beautiful city of Derby. The ram sculpture is based on the mythical Derby Ram from the 18th Century song, which according to legend was ten yards high with enormous horns and a huge flowing fleece. The story tells how people from all over came to see the huge Derby Ram, and we are excited that people are once again flocking to Derby.

The Derby Ram Trail is brought to you by Derby Museums, together with Wild in Art and Presenting Partner Cathedral Quarter Business Improvement District (BID). Wild in Art is a leading producer of creative events that transform places into free, family-friendly outdoor art galleries.

The Derby Ram Trail is raising money for Derby Museums, helping to secure the future of our free museums for everyone to enjoy. Every pound raised will be doubled by a grant from the National Lottery Heritage Fund.

www.derbyramtrail.org

@derbyramtrail | #DerbyRamTrail

Wild in Art

Wild in Art is the leading producer of spectacular public art events that entertain, enrich, inform and leave a lasting legacy. It brings together businesses and creative sectors with schools and local communities through the creation of uniquely painted sculptures.



Since 2008 Wild in Art has animated cities across the world including Manchester, Sydney, Auckland, Cape Town and São Paulo, and created trails for the London 2012 Olympics, the 2014 Commonwealth Games in Glasgow, Historic Royal Palaces and Penguin Random House.

Wild in Art events have:

- Enabled over £15m to be raised for charitable causes
- Injected £2.4m into local creative communities
- Engaged over 850,000 young people in learning programmes
- Helped millions of people of all ages to experience art in non-traditional settings

The Wild in Art apps are available to download from the App Store and Google Play.

wildinart.co.uk

Derby Museums

Derby Museums is an independent charitable trust which is responsible for the rich cultural and creative history of Derby. It manages three free access sites across the city, the Museum and Art Gallery, Pickford's House and the newly opened Museum of Making at Derby Silk Mill. Derby Museums looks after and curates the city's art and heritage collections, including the world's largest collection of paintings by Joseph Wright of Derby.

As a charitable trust, Derby Museums relies on funding and grants from organisations and donations from businesses and the general public, all of which is gratefully received in order to ensure that admission to the museums remains free for all.

Derby Museums' Endowment Campaign

Derby Museums has been awarded a Heritage Endowment Grant by the National Lottery Heritage Fund. Derby Museums aims to raise £1 million that will be matched pound for pound by the Fund. This will create a £2 million Endowment Fund that will be permanently invested to provide an income to help to support Derby Museums' long-term future.