



Don Harwin

Minister for Resources

Minister for Energy and Utilities

Minister for the Arts

MEDIA RELEASE

Saturday, 1 December 2018

1,500 NSW SCREEN JOBS SECURED AS *PETER RABBIT*™ SEQUEL SET TO SHOOT IN SYDNEY

Jobs for up to 1,500 local screen professionals have been confirmed today following the announcement by Minister for the Arts Don Harwin, Sony Pictures Entertainment, Animal Logic Entertainment and Olive Bridge Entertainment that *PETER RABBIT*™ 2 is set to begin shooting across the State.

“Bringing Peter back to Sydney and the State through our *Made in NSW* screen funding incentive will deliver a wealth of jobs and put a range of our locations on the map once again,” Mr Harwin said.

“Amongst many other locations, to have a small pocket of Sydney’s Centennial Park double as the quaint English countryside home of this famous rabbit, is a testament to the versatility the NSW landscape offers the international film industry.

“Our incredible local industry of screen professionals, led by Sydney-based Animal Logic Entertainment, will undoubtedly bring another touch of magic to this family franchise.”

Returning writer-director Will Gluck commented, “We knew once our sights were set on the next chapter that we would be coming back to Sydney. We had such a fantastic crew there, who I would choose to work with anywhere in the world, incredible locations and fantastic support. The film was received so well in Australia, we can’t wait to get back Down Under and create more *PETER RABBIT*™ magic.”

Animal Logic CEO and producer Zareh Nalbandian added, “It’s exciting to see writer-director Will Gluck back in Sydney for the second instalment of *PETER RABBIT*™! The global success of Peter is a testament to the world-class live action, VFX and animation talent here in Australia and Animal Logic’s strong partnership with Sony Pictures and Olive Bridge, all made possible with the invaluable support of the *Made in NSW* Fund”.

PETER RABBIT™ was released worldwide in 2018, where it grossed US\$351m globally and AU\$26.6m at the Australian box office.

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Frederick Warne & Co. Ltd. is the owner and guardian of The World of Beatrix Potter/Peter Rabbit™ property and original publisher of Beatrix Potter's famous 'little books'.

Beatrix Potter is one of the world's best-loved children's authors, with her most famous creation The Tale of Peter Rabbit having sold in excess of 45 million copies globally since its initial publication by Frederick Warne & Co. in 1902. She personally oversaw the launch of subsequent products, making Peter Rabbit the oldest licensed character in history. Today over 2 million of her 'little books' are sold globally every year, and Peter Rabbit has appeared in books and products in more than 110 countries throughout the world.