

LOONEY TUNES UNLEASHED IN MANCHESTER!



- Iconic Looney Tunes characters have been unleashed on the streets of Manchester in a vibrant, outdoor art trail around the city
- 11 beloved characters including Bugs Bunny, Lola Bunny, Daffy Duck and Tasmanian Devil, have been installed over 2 weeks by street artist Captain Kris, and will be on display until the end of July
- Trail covers 12 different locations from the Northern Quarter to Spinningfields, Market Street to the Gay Village, Deansgate to Oxford Road, Printworks to Primark
- This accessible, outdoor trail is a partnership between Warner Bros.UK, CityCo and the Manchester BID
- Artwork will be available to enjoy this summer and you can catch the Looney Tunes in the highly anticipated new film, *Space Jam: A New Legacy*, in cinemas from 16th July 2021.

16th June 2021, Manchester, UK - The playful world of Looney Tunes has taken to the streets of Manchester, with a colourful, family friendly walking tour of the iconic characters popping up around the city.

Vaughan Allen, Chief Executive of CityCo & Manchester BID, said, "*Manchester is renowned for its street art which is well-loved by residents, workers and visitors.*"

We're delighted to be partnering with the legendary Warner Bros company to bring its iconic Looney Tunes characters to the city centre for this fun, family-friendly, outdoor art trail.

Following the success of our recent Manchester Flower Show this is a great way of continuing to animate the city this summer in support of our business community."

The street artist Captain Kris, alongside street art collective Blank Walls, designed the artwork with the aim to make the trail as vibrant and interactive as possible. As he usually works with bright colours and bold lines, Captain Kris was able to bring these characters to life through imaginative design and poses.

Captain Kris says "*Like most people, I've loved Looney Tunes since I was a child. It's been a lot of fun creating these cheeky, adventurous poses, with the Looney Tunes characters wreaking havoc across Manchester*"

Explore Manchester's Looney Tunes trail from now until the end of July.

Trail locations are:

1. Spinningfields
2. Deansgate Square
3. First Street
4. Circle Square
5. Canal Street
6. 111 Piccadilly
7. The Pen and Pencil
8. Common (left side)
9. Common (right side)
10. Primark
11. Exchange Square tram stop
12. Printworks

Other places fans can find Looney Tunes:

- *Space Jam: A New Legacy* in cinemas July 16. [see editor's notes for more detail]
- *Brand New Looney Tunes Cartoons* available weekdays at 6pm on Boomerang (from 7th June). [see editor's notes for more detail]
- The new Looney Tunes line look range of six classic shorts compilations and feature films is released on 5th July. Available to pre-order now from WB Shop UK.
- Warner Bros. Consumer Products (WBCP), will roll out the largest Looney Tunes merchandise collection in decades ahead of the highly anticipated new Warner Bros. Pictures movie "Space Jam: A New Legacy. Look out for Fashion from NIKE, Primark, H&M, Hype; and Toys from the likes of Funko and Moose Toys. Plus many more partners set to launch collections over the next few weeks.

That's all folks!

Follow the trail on www.warnerbros.co.uk/brands/looney-tunes

Instagram: @WBUKAnimation

Hashtag: #LooneyTunesXManchester

PUBLICITY CONTACTS

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NOTES TO EDITORS

About Looney Tunes Cartoons

Folks, have ya heard? Your favourite Looney Tunes characters are back in action! The all-new show Looney Tunes Cartoons is now available weekdays at 6pm on Boomerang. The show features updated stories for the new millennium and beyond! Back to their old tricks, we have Bugs Bunny, Daffy Duck, Porky Pig, and other marquee Looney Tunes characters who promise to delight audiences, young and old, with their zany adventures, slapstick comedy, and madcap energy. Get ready to have some fun - that's all, folks!

About SPACE JAM: A NEW LEGACY

Director: Malcolm D. Lee

Cast: LeBron James, Don Cheadle, Khristian Davis, Sonequa Martin-Green, Cedric Joe, Jeff Bergman, Eric Bauza, and Zendaya

Welcome to the Jam! NBA champion and global icon LeBron James goes on an epic adventure alongside timeless Tune Bugs Bunny with the animated/live-action event "Space Jam: A New Legacy," from director Malcolm D. Lee and an innovative filmmaking team including Ryan Coogler and Maverick Carter. This transformational journey is a manic mashup of two worlds that reveals just how far some parents will go to connect with their kids. When LeBron and his young son Dom are trapped in a digital space by a rogue A.I., LeBron must get them home safe by leading Bugs, Lola Bunny and the whole gang of notoriously undisciplined Looney Tunes to victory over the A.I.'s digitized champions on the court: a powered-up roster of professional basketball stars as you've never seen them before. It's Tunes versus Goons in the highest-stakes challenge of his life, that will redefine LeBron's bond with his son and shine a light on the power of being yourself. The ready-for-action Tunes destroy convention, supercharge their unique talents and surprise even "King" James by playing the game their own way.

SPACE JAM: A NEW LEGACY is in cinemas from 16th July