



## **FOR IMMEDIATE RELEASE**

### **A MonsterVillain ‘Safari’ is released in Romford**

**From the 3<sup>rd</sup> to 31<sup>st</sup> October families in Romford can hunt down and bring ‘MonsterVillains’ to life on their smartphones.**

A free and creepy but also very cute family trail of monsters is going live in 10 shops in Romford to give families a socially distanced, contactless and fun activity to do in October, during Half Term and the run up to Halloween.

The trail to find the 10 ‘MonsterVillains’ takes on average about 45 minutes to complete and is completely free for families and groups to take part in. At around 1.5 miles or 3,500 steps it should keep families fit and active too, while providing a fun way to get back out and about in Romford.

The Safari works by utilising contactless QR codes, without the need for families to download or sign up to anything. 10 vinyl window monsters, all specially created for this project have been placed around Romford for families to hunt down. There is no need to actually go inside the venues, although of course you would be welcome.

This trail is actually a semi-sequel to the Summer hit trail ‘MonsterHero Safari’, where 10 MonsterHeroes came together to rescue one of their number who had been kidnapped by a dastardly MonsterVillain, the slimy Professor Icky. Children completing that trail were rewarded with an eBook telling the story of the rescue. Don’t worry if you missed that, the eBook is still free to download from the website so you can catch up!

When families in Romford scan each character’s unique QR code the monster will come to life in an animation on their smartphone and they’ll learn their names, stories and powers. Younger children will enjoy spotting the colourful characters in shop windows and older children and grown-up ones, will engage by hearing the stories. After finding all 10 MonsterVillains, families will be rewarded with another, free eBook, a follow up adventure, again written specially for the trail.

Julie Frost, Romford BID Director said of the BID sponsored event “We are once again excited to be hosting this national event here in Romford. With so many families unable to go away this half term the MonsterVillain Safari is a great way to entertain the family and bring people back into the town in a Covid secure way”

To find out more about the runaway MonsterVillains, visit the website:  
[www.romfordbid.co.uk](http://www.romfordbid.co.uk)

ENDS

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### **About High Street Safari:**

High Street Safari is a project being coordinated by Martin Blackwell, former CEO of Assoc. of Town & City Management (ATCM) and the Charity Retail Association. It was set up to create a unique high street family experience that aimed to raise significant sums for local good causes.

The Safaris Safari works by utilising QR codes, without the need for players to download or sign up to anything. The safari consists of 10 vinyl window characters, monster villains this time, with embedded NFC tags that mostly independent businesses, as well as cultural and public venues, will host.

Families will be able to start the safari by scanning any of the characters. New this time are Characters that ‘come alive’ when you scan them with animated Villains on your smartphone.

For families on the safari they will be able engage with the experience by scanning each character’s QR code and learning their names, stories and powers. Younger children will delight in spotting the cute and colourful characters in window corners and older (and grown-up children) will engage by learning more about them. They can do this in their own time and pace, if it takes a week it doesn’t matter.

After spotting all 10 “MonsterVillains”, families will be rewarded with a free e-book about the characters team-up adventure. A semi-sequel to the MonsterHeroes first adventure.

### **Note to Editors:**

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#MonsterVillainSafari

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