



Monday, 17 May 2021

****UNDER STRICT EMBARGO – 0001 BST TUESDAY 18 MAY 2021****

The Queen's Green Canopy: "Plant a Tree for the Jubilee"

Trees in Literature

Poetry with QGC Ambassador Dame Judi Dench
Announcing Children's Ambassador Peter Rabbit™

As part of the launch of *The Queen's Green Canopy* (QGC) initiative this week, under the theme, "Trees in Literature", QGC Ambassador Dame Judi Dench has recited a poem in her garden in memory of loved ones, and Beatrix Potter's much-loved character, Peter Rabbit, will become the Children's Ambassador for this unique Platinum Jubilee project.

Dame Judi, who is one of the country's most celebrated actresses, has a passion for trees and literature – and has shown her support for *The Queen's Green Canopy* by recording her recital of: *A E Housman's 'Loveliest of trees, the cherry now'* on a glorious afternoon in her garden, surrounded by trees she has planted in tribute to friends and family who have died.

Dame Judi said: "*As an official Ambassador for The Queen's Green Canopy, I am proud to be a part of a nation-wide tree planting initiative to pay tribute to Her Majesty and her lifetime of service to the United Kingdom. People of all ages from Land's End to John O'Groats are being invited to "Plant a Tree for the Jubilee" in 2022. This country has never before celebrated a Platinum Jubilee and next year we will have the opportunity to thank Her Majesty by planting trees to create an abundant canopy across the four corners of the country. Planting season starts in October so get ready to plant!*"

The magic of trees and woodlands have been at the foundation of literary imagination for centuries. The link between trees and literature continues throughout the generations, enchanting adults and children alike. *The Queen's Green Canopy* is delighted to announce Peter Rabbit as Children's Ambassador.

The Tale of Peter Rabbit was first published in 1902 and so mischievous Peter will be celebrating his 120th birthday during the Platinum Jubilee. The tale begins:

"Once upon a time there were four little Rabbits, and their names were – Flopsy, Mopsy, Cotton-tail and Peter. They lived with their mother in a sand-bank, underneath the root of a very big fir-tree."

Beatrix Potter's exquisite illustrations of trees in nature depict woodland adventures and comfortable homes for her animal creations. Beatrix Potter's original pencil sketch of Peter Rabbit's burrow in the roots of a fir tree will be released in support of *The Queen's Green Canopy* launch.

The QGC looks forward to working with Peter who will help children understand the importance of trees as a sanctuary for animals, and to encourage families to become involved in the planting process together.

As *The Queen's Green Canopy* looks ahead to the planting season in October, we will be helping people through the dedicated website www.queensgreencanopy.org to learn about the best way to plant trees so that they survive and flourish for years to come.

The following information is provided for planning purposes – it is not for publication.

Notes to Editors

Dame Judi's video message is available via the following link: <https://we.tl/t-YrepbSUZjT>

Beatrix Potter was a keen conservationist and would create detailed studies of the natural world. A preparatory sketch of Peter returning to the burrow for *The Tale of Peter Rabbit* has been made available via the Press Association.

Dated: c. 1901

Credit: By kind permission of The Linder Collection, V&A

QGC social media

Please follow The Queen's Green Canopy launch at these handles:

Instagram: @queensgreencanopy / @theroyalfamily / @clarencehouse

Twitter: @qgcanopy / @royalfamily / @clarencehouse

Facebook: @queensgreencanopy / @thebritishmonarchy

LinkedIn: @queensgreencanopy / @theroyalfamily

Hashtags: #queensgreencanopy #plantatreeforthejubilee #jubileetree #qgclaunch #treesinliterature

Further information about the QGC is available at www.queensgreencanopy.org

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About Peter Rabbit™ and Beatrix Potter

The Tale of Peter Rabbit is one of the world's best-loved children's books and was created by author and illustrator, Beatrix Potter in 1902. The story has never been out of print since it was first published by Frederick Warne & Co. (today an imprint of Penguin Random House) and has sold in excess of 45 million copies globally. Today over 2 million of her 'little books' are sold globally every year, whilst Peter Rabbit has appeared on books and merchandise in more than 110 countries throughout the world.

In 2022 Penguin Random House will be celebrating 120 years of mischief with birthday celebrations for Peter Rabbit taking place throughout the year and around the world.

www.peterrabbit.com @officialpeterrabbit

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