

DOWNLOAD THE APP!



## PAWS FOR THOUGHT

Please look after our loyal dogs – we need them to continue looking great throughout the trail and still be *Best in Snow* for our charity auction!

Do not climb on, damage or deface our Snowdogs.



We hope that all the dogs will receive plenty of love and respect, but any damage you do see can be reported to Ashford Borough Council in the following ways:

Phone: 01233 331111  
Web: [www.ashford.gov.uk/report/](http://www.ashford.gov.uk/report/)

12 SEPTEMBER – 18 NOVEMBER

# MAP ART TRAIL



## DON'T FORGET THE SNOWPUPS

Alongside the 35 Snowdogs are also an incredibly cute pack of Snowpups to discover, too!

Having toured the local schools across the borough, 19 Snowpups will go on display in three key locations around the town, waiting to be discovered.

Snowpups aren't camera shy and love to have their photo taken too, so make sure you stop to take a selfie and tag us on @AshfordSnowdogs and #FindYourSnowdog so that we can see!



## DATES FOR YOUR DIARY

**GO!** 12 September 2018 – 18 November 2018  
**TRAIL GOES LIVE**  
Ashford Town Centre, various locations

**PLAY** 17 November 2018  
**FESTIVE FAMILY FUN DAY**  
Ashford Town Centre, various locations

This year's town centre festive fun day will have a Snowdog theme

**BYE** 1 December – 2 December 2018  
**SNOWDOGS FAREWELL WEEKEND**  
Julie Rose Stadium

This will be your last chance to see, and your only chance, to see all the Snowdogs and Snowpups together in one place before they run off to be auctioned to raise vital funds for Pilgrims Hospices

**BUY** 3 December 2018  
**SNOWDOGS AUCTION**

Ashford International Hotel  
For more information on how to pre-bid or register your interest in the auction, please visit [www.ashfordsnowdogs.co.uk](http://www.ashfordsnowdogs.co.uk)

## DOWNLOAD THE APP!

Did you know there's an official Snowdog app? Track the trail, upload your pictures and unlock unique rewards with each dog you find by downloading the app to accompany your journey.

Available from the App Store and Google Play, the Snowdogs Discover Ashford app is free to download and allows you to follow the trail in an interactive way, as well as joining in the conversation online by sharing your photos straight to social media using the hashtag #FindYourSnowdog. You can also use the app to vote for your favourite Snowdog design!



Visit the website  
[ASHFORDSNOWDOGS.CO.UK](http://ASHFORDSNOWDOGS.CO.UK)

Follow us on social media  
[@ASHFORDSNOWDOGS](https://www.instagram.com/ASHFORDSNOWDOGS)



## WELCOME TO SNOWDOGS DISCOVER ASHFORD 2018

Inspired by the much-loved animated film *The Snowman and The Snowdog*, the sequel to Raymond Briggs' classic picture book *The Snowman*, Ashford's Snowdog trail celebrates the film's themes of life, love, loss, friendship, companionship, strength and kindness.

Ashford's Snowdog trail celebrates the themes of life, love, loss, friendship, companionship, strength and kindness – simple subjects that inspire people to connect with themselves, their friends and families and others in the local community as they discover each Snowdog and reflect upon their own experiences throughout the journey.

A year in the planning, local businesses, artists and school children (all in on the secret) hope that you will now get involved by following the free trail, creating unforgettable memories for everyone along the way and helping to raise valuable funds and awareness for Pilgrims Hospices.

Our Snowdogs are fun, loyal, compassionate and offer love, unconditionally. This is your invitation to find your Snowdog and support the community you love in the process, too.

Brought to you by:



## OUR SPONSORS

Presenting Partners:



Education Partner: Kingsfords  
Farewell & Auction Partner: Motorline



Snowdog Sponsors:



Marketing partners:



## OUR PARTNERS

**Ashford Borough Council**

"We are delighted to be part of this extraordinary arts trail. We know this magical event will boost our local economy, inspire civic pride across the generations and showcase the town's best assets we have to offer."  
**Gerry D Clarkson CBE**  
Leader, Ashford Borough Council

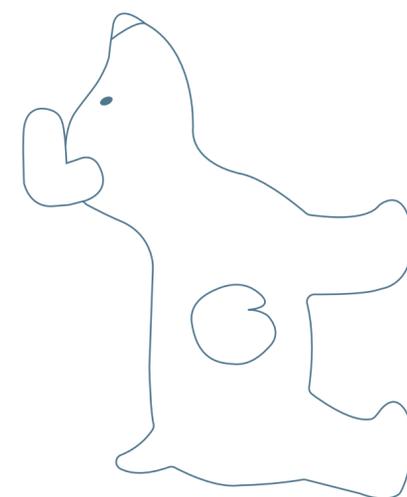
**Wild in Art**

Wild in Art is one of the leading creative producers of spectacular, mass appeal public art events which bring together businesses and creative sectors with schools and local communities through the creation of city-wide trails of uniquely painted sculptures.  
Since 2008 Wild in Art events have contributed over £1.2m to local creative communities, enabling over £10m to be raised for charitable causes and engaging over 100,000 young people in creative programmes.

"We are thrilled to be working with Ashford Borough Council and Pilgrims Hospices on this event. Our events are designed to bring the enjoyment of public art to everyone while offering new ways for people to explore their local area. It will be a fantastic spectacle and is an excellent way to raise vital funds for the hospices."  
**Charlie Langhorne**  
Director of Wild in Art

**Penguin Random House**

"We are absolutely delighted to see "Snowdogs Discover Ashford" come to life in Kent. Not only will the trail raise much needed funds for a very worthy cause in Pilgrims Hospices, it will be an opportunity to inspire creativity and inclusivity within the community. We'd like to extend a huge thanks to all of the artists, volunteers, sponsors, council officers and teachers who have been integral in supporting and activating the project."  
**Sarah Hulands**  
Penguin Ventures



DESIGN YOUR OWN

## GET THE SNOWDOGS MERCHANDISE

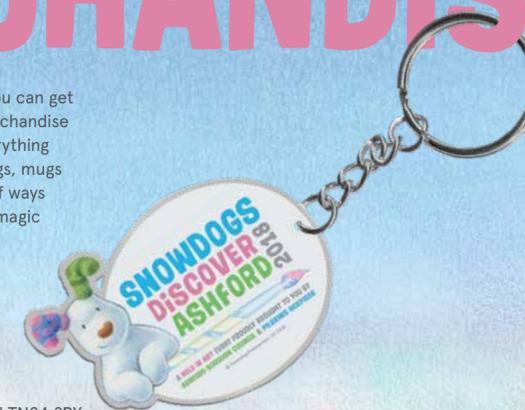
Can't get enough of the Snowdogs? You can get your paws on a range of exclusive merchandise being sold around the town. With everything from mini figurines, tea towels, keyrings, mugs and magnets there are a whole host of ways you can take a piece of the Snowdog magic home with you to treasure forever.

The full range is being stocked at:

**Ashford Tourist Information**  
Ashford Gateway Plus, Church Road,  
Ashford TN23 1AS

**Made In Ashford**  
26 Park Mall Shopping Centre, Ashford TN24 8RY

For more information, see our website:  
[ashfordsnowdogs.co.uk/shop](http://ashfordsnowdogs.co.uk/shop)



## PILGRIMS HOSPICES

While the trail is a unique and fun way to explore Ashford, it also serves another important purpose; once the 10-week display is complete, each Snowdog will then be auctioned by Pilgrims Hospices to help raise funds and enable them to continue offering support to the community.

Established over 35 years ago, Pilgrims is east Kent's largest hospice and today has over 200 nurses and therapists supporting thousands of people facing terminal illness.

The organisation relies entirely on the generosity of the local community in order to provide their services free of charge.

*"Our work is as much about supporting people with incurable illness to live as it is about caring for them at the end of life. It is a great pleasure for us to be involved and to help deliver a wonderful community project that touches so many people in Ashford. Like the Snowman and the Snowdog story, we are all about the celebration of life and the changes and challenges it brings. We are thrilled to be partnering with Ashford Borough Council on this incredible project"*

Cate Russell, Pilgrims Chief Executive.



# SNOWDOGS LOCATIONS

- 1 Topuppy**  
Artist: Gregory Daines  
Sponsor: Ashford Designer Outlet  
Location: Ashford Designer Outlet
- 2 My Very Best Jumper**  
Artist: Steff Malone  
Sponsor: Ashford Designer Outlet  
Location: Ashford Designer Outlet
- 3 Noble Ash**  
Artist: Emma Dove  
Sponsor: Crest Nicholson  
Location: Ashford Designer Outlet
- 4 Autumnal Tumble**  
Artist: Sarah Underwood  
Sponsor: Victoria Point  
Location: Ashford International (Eurostar)
- 5 Patch**  
Artist: Philippa Goddard  
Sponsor: U&I  
Location: Ashford International (Outside station)
- 6 Sakura**  
Artist: Sian Storey Art  
Sponsor: Gallagher Group  
Location: Ashford International (Inside station)
- 7 Camo King**  
Artist: Kathryn Jordan  
Sponsor: Hodson Development  
Location: International House
- 8 Stripes**  
Artist: Deven Bhurke  
Sponsor: Quinn Estates  
Location: Connect 38, Dover Place
- 9 Pastel Harlequin**  
Artist: Catherine Digman  
Sponsor: Quinn Estates  
Location: Connect 38, Dover Place
- 10 Wild Flower Meadow**  
Artist: Deborah Woodward  
Sponsor: Hodson Development  
Location: Ashford College
- 11 Made in Ash-Hound**  
Artist: Danielle Williamson - Tinybeegle  
Sponsor: Ashford College  
Location: Ashford College
- 12 Dotty**  
Artist: Sophie Green  
Sponsor: Stanhope Plc  
Location: Picturehouse, Elwick Road
- 13 Snowbrador**  
Artist: Ruby Cooper  
Sponsor: Wild In Art  
Location: Stour Centre
- 14 Gizmo**  
Artist: Anonymous  
Sponsor: Wild In Art  
Location: Rain Garden, Forge Lane
- 15 Goldie**  
Artist: Lois Cordella  
Sponsor: Golding Vision  
Location: The Tank, St Georges Square
- 16 Bark Kent**  
Artist: Victoria Robbins  
Sponsor: Kentish Express  
Location: Park Mall Shopping Centre
- 17 2 Tone Ska Dog**  
Artist: John Sims aka Teflon  
Sponsor: Chartway Group Ltd  
Location: Park Mall Shopping Centre
- 18 Doodle Dog**  
Artist: Mr Doodle  
Sponsor: Motorline  
Location: Park Mall Shopping Centre
- 19 Oasty**  
Artist: Deven Bhurke  
Sponsor: DCB Ltd  
Location: Lower High Street
- 20 Zeus**  
Artist: Emma Dove  
Sponsor: County Square Shopping Centre  
Location: County Square Shopping Centre
- 21 Socks**  
Artist: Victoria Robbins  
Sponsor: County Square Shopping Centre  
Location: County Square Shopping Centre
- 22 Sparky**  
Artist: David Sith  
Sponsor: Wild In Art  
Location: County Square Shopping Centre
- 23 Give a Dog a Bone**  
Artist: Oliver Winconeck  
Sponsor: Kingsfords Solicitors  
Location: Post Office, Tufton Street

- 24 Pow-Wow**  
Artist: Jenny Leonard  
Sponsor: Snowdogs Marketing Consortium  
Location: High Street
- 25 Infinity Dog!**  
Artist: Jessica Holly Goddard  
Sponsor: Leath Park Developments  
Location: St Mary's Churchyard
- 26 Classic**  
Artist: Anonymous  
Sponsor: Penguin Random House  
Location: Ashford Gateway
- 27 Pawberry**  
Artist: Leah Pendleton  
Sponsor: Jenner Group  
Location: Memorial Gardens
- 28 Bagdogg**  
Artist: Peter & Emily Firmin  
Sponsor: Pilgrims Hospices  
Location: Memorial Gardens
- 29 Lest We Forget The War Dogs**  
Artist: Lois Cordella  
Sponsor: Ashford Borough Council  
Location: Memorial Gardens
- 30 Vincent Van Pooch**  
Artist: Beverly Fisher  
Sponsor: Aspire Landscape Management  
Location: Vicarage Fields (Vicarage Lane)
- 31 Harey Hound**  
Artist: Traci Moss  
Sponsor: Ashford Borough Council  
Location: Vicarage Fields (Vicarage Lane)
- 32 Harry Kanine**  
Artist: Fiona Taylor  
Sponsor: Ashford Borough Council  
Location: Outside Council facing North Park
- 33 Chester**  
Artist: David Hover  
Sponsor: Ashford Leisure Trust  
Location: Stour Centre
- 34 Winter Lily**  
Artist: Sarah Jane Richards  
Sponsor: Wild In Art  
Location: Victoria Road
- 35 Parklife**  
Artist: Kathleen Smith  
Sponsor: Active Ashford  
Location: Victoria Park, Hubert Fountain

Follow us on social media

@ASHFORDSNOWDOGS



Visit the website  
ashfordsnowdogs.co.uk

## SNOWPUPS LOCATIONS

- 1 County Paws** County Square Shopping Centre
  - 2 Designer Pooches** Ashford Designer Outlet
  - 3 Literary Litter** Ashford Gateway
- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>Pride Wesley</li> <li>Echo</li> <li>Wonder, Inspire, Shine (WIS)</li> <li>Mikey the Fruity Dog</li> <li>Windsor</li> </ul> | <ul style="list-style-type: none"> <li>Furley Park Primary Academy</li> <li>John Wesley COE Primary School</li> <li>Towers School and Sixth Form Centre</li> <li>Willesborough Infant School</li> <li>St Michael's CEP School, Tenterden</li> <li>Challock Primary School</li> </ul> |
|---|--|
- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>Flora</li> <li>Wilbur</li> <li>Hero</li> <li>Wallis</li> <li>Quilly</li> <li>Patch</li> </ul> | <ul style="list-style-type: none"> <li>Ashford Prep School</li> <li>Willesborough Junior School</li> <li>East Stour Primary School</li> <li>John Wallis CoE Academy</li> <li>Kennington CoE Academy</li> <li>Ashford St Mary's CoE Primary School</li> </ul> |
|--|--|
- |   |   |
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| <ul style="list-style-type: none"> <li>Tis</li> <li>Sunshine After a Rainy Day</li> <li>Sirius</li> <li>Aqua</li> <li>The Wyvern Wonder</li> <li>Kit</li> <li>Unity in the Community</li> </ul> | <ul style="list-style-type: none"> <li>Tenterden Infant School</li> <li>Phoenix Community Primary School</li> <li>Repton Manor Primary School</li> <li>St Simon's RC Primary School</li> <li>The Wyvern School</li> <li>Beaver Green Primary School</li> <li>St Teresa's Catholic Primary School</li> </ul> |
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#FINDYOURSNOWDOG