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More than 100,000 visitors have so far enjoyed seeing Dippy on Tour at Norwich Cathedral

More than 100,000 people have enjoyed visiting the Natural History Museum's Dippy the dinosaur since he took up residence in Norwich Cathedral's Nave in July.

Dippy on Tour: A Natural History Adventure opened at the Cathedral on Tuesday 13 July 2021 and in the first six weeks 106,681 people went to see the iconic 26m *Diplodocus* cast on display. The busiest day to date has been Saturday 7 August with 4,354 visitors.

Visitor numbers passed the 100,000 milestone at the same time as the Cathedral received a Travellers' Choice Award 2021, recognition from Tripadvisor that the quality of reviews from visitors places the Cathedral in the top 10% of attractions worldwide.

Dippy on Tour: A Natural History Adventure is being brought to Norwich Cathedral and visitors across the UK by the Natural History Museum in partnership with the Garfield Weston Foundation and supported by Dell EMC and Williams & Hill. Norwich Cathedral is the eighth and final stop on the tour and Barratt and Cooke is the regional sponsor for the exhibition.

Ahead of the much-loved Jurassic giant arriving in Norwich, 1,725,762 people had already visited Dippy on his nationwide travels since he set off from the Natural History Museum in 2018.

Philippa Charles, Director of the Garfield Weston Foundation, said: "We are thrilled to hear that over 100,000 people have now been able to visit Dippy at the beautiful Norwich Cathedral. We hope that their visit will inspire them to explore nature on their doorstep and foster a new found respect for the natural world."

In addition to more than 100,000 general visitors having already enjoyed the exhibition in Norwich Cathedral, a further 1,884 young people have visited Dippy on Tour with their school or with organisations including Guiding and Scouting groups. The Cathedral has also offered autism-friendly sessions and special times for looked after children to explore the exhibition and also for organisations including the intergenerational charity Friend in Deed and Vision Norfolk, which supports people living with sight loss and visual impairment.

More than 51,000 of the visitors have also taken time to explore Dippy's home in the Norwich in greater detail and visited the Cathedral's east end as well the Dippy on Tour exhibition in the Nave.

More than 2,250 people have enjoyed the wider Dippy events programme, with the most popular events to date being a sold-out film screening of Paddington (in which Dippy makes a cameo

appearance) and a sold-out talk called Who was Dippy? by biologist, author and broadcaster Ben Garrod. Dino Tales, the Saturday morning storytime session for children, has also sold out almost every week and other events have included everything from organ recitals to drawing evenings with Dippy.

As well as giving people the chance to see a dinosaur cast up close, Dippy's visit is also about encouraging people to engage with nature and to take action to help protect the planet for the future. The trees in the exhibition's Reflection Zone have so far had more than 6,000 leaves added with individual pledges from people - ranging from cycling to work every day to recycling more and using less water.

Seven of the 13 events in the Talkative Tuesdays programme have also taken place so far, putting the spotlight on topics ranging from the wild landscapes of Norfolk to science in medieval monasteries. Tickets are still available for the remaining six talks which include everything from priest and poet Malcolm Guite looking at the links between the poetic invention of dragons and the scientific discovery of dinosaurs to the Bishop of Norwich discussing whether the UN Climate Change Conference COP26 is a 'cop out or a way to cope'. For more details on all the talks and to book visit dippy.cathedral.org.uk/dippy-events

The Dean of Norwich, the Very Revd Jane Hedges, said: "We are delighted to have welcomed more than 100,000 people to the Cathedral in the first six weeks of the Dippy on Tour exhibition.

"It has been absolutely wonderful to see so many people of all ages enjoying visiting Dippy and also to see the many other dinosaur-related events taking place across the city. After such a challenging 18 months for everyone, it is brilliant that Dippy's visit has helped to inspire such an exciting summer of prehistoric fun!

"Alongside the fun, our hope has always been that Dippy's visit would also encourage important conversations about the environment, faith and science, and the future of our planet. The response to our Reflection Zone has been particularly heartening, with more than 6,000 people adding leaves to the zone's trees and making their own personal pledges to help the environment, meanwhile our Talkative Tuesdays programme has led to many insightful talks and discussions taking place under the tail of Dippy.

"With two more months left of the Dippy on Tour exhibition, we look forward to welcoming many more people and really making the most of Dippy's visit, so that the legacy of this unique exhibition will endure for a long time to come."

The Dippy on Tour exhibition is at Norwich Cathedral until Saturday 30 October and, as well as seeing Dippy, there are also lots more highlights for people to enjoy including the chance to:

1. Step back to the age of the dinosaurs in a time tunnel created by Norwich School and pupils from other local schools including Coltishall Primary School, Magdalen Gates Primary School, Avenue Junior School and White Woman Lane School.
2. Learn about Norfolk's deep history and take a closer look at fossils kindly loaned by Norfolk Museums Service.
3. Walk through Your Waves Go Over Me, an immersive wave sculpture of 3,000 fish created by Norfolk-based artist Mark Reed to highlight the importance of water through the ages.
4. Explore Norwich artist Rebecca Osborne's illustrations looking at climate change and food sustainability.
5. Visit the Reflection Zone and place a leaf on one of the trees with a personal pledge to help protect the planet.
6. See the display of Green Hearts created by Norfolk WI members to ask us to show our love for our amazing planet and help combat climate change.

7. Light a candle on the Cathedral's Peace Globe and reflect on the world of today and tomorrow.
8. Read poetry and prose by Norwich School students inspired by Dippy's visit.
9. Have fun spotting Dippy's footprints in the Nave to find some of Dippy's fellow dinosaurs and learn some facts about dinosaurs and Norwich Cathedral.
10. Learn more about some of Dippy's closest living relatives – birds – thanks to the Hawk and Owl Trust who have a stand in the Cathedral Close where people can find out more about the Cathedral's peregrine falcons.
11. Explore the Cathedral Quarter and have fun spotting 13 knitted prehistoric friends created by Norfolk Knitters and Stitchers for the Knit-o-saurus Trail.

Dippy took centre stage in the Natural History Museum's Hintze Hall for many years before embarking on the current UK tour.

The iconic 26 metre-long (84ft) giant is a plaster of Paris replica based on the fossilised bones of a *Diplodocus* found in 1899 by railroad workers in Wyoming, USA. At the time, newspapers billed the discovery as the 'most colossal animal ever on Earth' and the sheer scale of the *Diplodocus*, which roamed the planet 155 to 145 million years ago during the Late Jurassic period, continues to fascinate people the world over.

Dippy – whose replica skeleton features 292 bones (if his skull and jaw are counted as one) - was unveiled at the Natural History Museum in London in 1905 and was the first *Diplodocus* to go on display anywhere in the world. The original *Diplodocus carnegii* fossil on which he is based first went on display in the Carnegie Museum of Natural History in Pittsburgh, USA, in 1907 and is still on display there today.

Since Dippy left his London home and embarked on his Natural History Adventure tour in 2018, he has visited Dorset County Museum, Birmingham Museum and Art Gallery, Ulster Museum, Kelvingrove Art Gallery and Museum, Glasgow, Great North Museum: Hancock, Newcastle upon Tyne, National Museum Cardiff and Rochdale's Number One Riverside.

Dippy on Tour is at Norwich Cathedral until Saturday 30 October 2021. Entry is free and there is no need to book in advance (unless part of a group of more than six people), although people may need to queue during busy periods.

The exhibition is usually open 10am-4pm Monday to Friday, from 7pm until 9pm on Friday evenings and from 9.30am to 5.30pm on Saturdays. Visitors are advised to check the Cathedral website before visiting as there are sometimes changes to opening hours due to Dippy's home in Norwich also being a busy working Cathedral.

The east end of the Cathedral will also continue to be open daily for general Cathedral visitors and those who wish to explore more of the Cathedral before or after they have seen Dippy.

For all the latest details about Dippy on Tour: A Natural History Adventure at Norwich Cathedral, visit cathedral.org.uk

Notes to editors

For more information about Dippy on Tour at Norwich Cathedral, interviews and hi-res photographs of the exhibition, please contact Norwich Cathedral's marketing and communications manager Emma Knights via eknights@cathedral.org.uk or 07968 460963.

About the Natural History Museum

The Natural History Museum exists to inspire a love of the natural world and unlock answers to the big issues facing humanity and the planet. It is a world-leading science research centre, and through its unique collection and unrivalled expertise, it is tackling issues such as food security, eradicating diseases and managing resource scarcity.

The Natural History Museum is the most visited natural history museum in Europe and the top science attraction in the UK; we welcome around five million visitors each year and our website receives over 850,000 unique visitors a month. People come from around the world to enjoy our galleries and events and engage both in-person and online with our science and educational activities through innovative programmes and citizen science projects.

Dippy on Tour

In partnership with the Garfield Weston Foundation

Established over 60 years ago in 1958, the Garfield Weston Foundation is a family-founded, grant-making charity which supports causes across the UK and, in the most recent financial year, gave over £98million as the Trustees were highly conscious of the challenges presented by Covid-19 to the charitable sector. Since it was established, it has exceeded donations of more than £1billion, of which well over half has been given in the past ten years.

One of the most respected charitable institutions in the UK, the Weston Family Trustees are descendants of the founder and they take a highly active and hands-on approach. The Foundation's funding comes from an endowment of shares in the family business which includes Twinings, Primark, Kingsmill (all part of Associated British Foods Plc) and Fortnum & Mason, amongst others – a successful model that still endures today; as the businesses have grown, so too have the charitable donations.

Known for its transparency, flexibility and straightforward approach, the Foundation supports a broad range of charities from small community organisations to large national institutions. Around 2,000 charities across the UK benefit each year from the Foundation's grants.

Tour Sponsors

DELL EMC

Dell EMC, a part of Dell Technologies, enables organizations to modernize, automate and transform their data center using industry-leading converged infrastructure, servers, storage and data protection technologies. This provides a trusted foundation for businesses to transform IT, through the creation of a hybrid cloud, and transform their business through the creation of cloud-native applications and big data solutions. As a supplier of the Natural History Museum, Dell EMC technology has supported the work of its scientists for many years. Through Dippy on Tour, Dell EMC and the Natural History Museum have the opportunity to inspire the next generation of scientists and encourage them to engage with the natural world. The digital world has a huge role to play in this, and the web app Dippy's Natureonauts created as part of this partnership, demonstrates the role online and mobile technology can play in encouraging people to explore the outside world.

Williams & Hill

Williams & Hill have built up a reputation for excellence by firmly establishing themselves as the leading 'Specialised Transporter of Fine Art, Antiques, Design Furniture and Decorative Objects'. With a highly experienced team working for the world's major galleries and exhibition venues – they have a true understanding of the requirements for methodical care, consideration and appreciation of whatever may be in their care. No two days are the same, and the excitement of working in their own ever changing art gallery never fades. williamsandhill.com

Lead Regional Sponsor

Barratt and Cooke

Founded in 1880 and based in the heart of Norwich, Barratt and Cooke is one of the oldest independently-owned stockbrokers in the country. With approximately £1.5bn of funds under management, Barratt and Cooke focus on providing a personal portfolio management service to private clients, charities and trusts. www.barrattandcooke.co.uk

Tour venues and partners

Dorset County Museum is one of the leading independent, charitable, heritage organisations in the Southwest of England. It has a learned Society with 2000 members and receives over 47,000 visitors a year. Its diverse collections contain over 4 million objects including internationally significant geology, archaeology and literary collections. The Museum is a registered charity and operates independently with financial support from Dorset County Council and West Dorset District Council. In May 2015 the Museum was awarded £11.3million from the Heritage Lottery Fund to enable an ambitious redevelopment project. dorsetcountymuseum.org

The Jurassic Coast was designated England's only natural World Heritage Site in 2001. Day to day site Management of the Jurassic Coast is the work of the **Jurassic Coast Trust**, a small independent charity with a huge remit. The Trust works to inspire people to love, understand and value the Jurassic Coast, and was instrumental in bringing Dippy down to Dorset in collaboration with the County Museum. jurassiccoast.org

Birmingham Museums Trust is an independent charity that manages the city's museum collection and venues on behalf of Birmingham City Council. It uses the collection of around 800,000 objects to provide a wide range of arts, cultural and historical experiences, events and activities that deliver accessible learning, creativity and enjoyment for citizens and visitors to the city. Attracting over one million visits a year, the Trust's venues include Aston Hall, Birmingham Museum & Art Gallery, Blakesley Hall, Museum Collections Centre, Museum of the Jewellery Quarter, Sarehole Mill, Soho House, Thinktank and Weoley Castle. birminghammuseums.org.uk

Come face to face with dinosaurs, meet an Ancient Egyptian Mummy and see modern masterpieces with a visit to the **Ulster Museum**. As Northern Ireland's treasure house of the past and present, the museum is home to a rich collection of art, history and natural sciences and free to all visitors. The Ulster Museum, part of National Museums Northern Ireland, welcomes nearly half a million visitors annually. nmni.com/um

Glasgow Life is the charity which runs services and facilities on behalf of Glasgow City Council. We work in every area of the city and with every community to try and inspire Glasgow's citizens and visitors to lead richer and more active lives through culture, sport and learning. More than 18 million attendances were recorded to the facilities that we run across the city between 2015 and 2016. Glasgow Museums is the largest museum service in the UK outside London and operates nine easy to reach, accessible and family friendly venues across the city. We are open year-round and entry is free. Glasgow Museums house an extraordinary permanent collection of fine art, historic objects and natural history exhibited in some of Glasgow's most stunning public buildings. glasgowlife.org.uk

Great North Museum: Hancock is managed by Tyne & Wear Archives & Museums on behalf of Newcastle University. The Museum brings together the North East's premier collections of archaeology, natural history, geology and world cultures under one roof. It incorporates collections

from the original Hancock Museum, Newcastle University's former Museum of Antiquities and the Shefton Museum. The Great North Museum is a partnership between Newcastle University, Tyne & Wear Archives & Museums, Newcastle City Council, the Natural History Society of Northumbria (NHSN) and the Society of Antiquaries of Newcastle upon Tyne (SANT). greatnorthmuseum.org.uk

Situated in the heart of Cardiff's elegant civic centre, **National Museum Cardiff** houses Wales's national art, geology and natural history collections as well as major touring and temporary exhibitions. On the ground floor of the museum, take an amazing journey in The Evolution of Wales from the very beginnings of time to the present day. The story begins in space with the Big Bang and takes you on a 4,600 million-year journey, bringing you face to face with dinosaurs and woolly mammoths along the way. Witness Wales's diverse natural history on an expedition that begins at the seashore and ends in the mountains. Experience some of the unique environments that make Wales home to over 900 Sites of Special Scientific Interest. The art collection at National Museum Cardiff is one of Europe's finest and includes five hundred years of magnificent paintings, drawings, sculpture, silver and ceramics from Wales and across the world, including one of Europe's best collections of Impressionist art.

Rochdale Borough Council is a local authority in the North West of England which serves more than 200,000 residents. Sitting in the foothills of the Pennines and close to the major cities of Manchester and Leeds, the council is playing a key role in the Northern Powerhouse, and its priorities are people, place and prosperity. Link4Life is the Rochdale Boroughwide Cultural Trust, delivering leisure and cultural provision across the Rochdale borough, including the award-winning arts and heritage centre, Touchstones Rochdale. rochdale.gov.uk

Norwich Cathedral is a Christian presence in the heart of Norfolk and the Diocese of Norwich. It began, over 900 years ago, as the Cathedral church of a Benedictine Monastery, built to inspire by its sheer size and magnificence. The Cathedral continues to fill today's visitors with a sense of awe and wonder. The primary purpose of a Cathedral is to be a place of Christian worship. It was at the centre of the monastery and the focus of the monks' most important work, the worship of God. Norwich Cathedral is also the focus of both city and county life. As well as playing host to special civic and legal services, it is also a setting for concerts, talks, exhibitions, degree ceremonies and other community events. cathedral.org.uk