Kilogrammedia

COVERAGE DETAILS

Platform: Online Daily
Publication: Total Licensing
Circulation: 91,000
Date: 24 August 2026

TOTAL LICENSING

HORRIBLE SCIENCE BRINGS TRAILS, COMEDY SKETCH SHOW AND MORE TO LONDON ZOO



Rocket Licensing, the licensing agent in the UK and Eire for the wildly popular and award-winning children's book science brand, Horrible Science, has announced that the world-famous ZSL conservation zoo London Zoo is putting on six weeks of Horrible Science-inspired summertime activities for families during the school holidays.

Running from Saturday 18 July to Wednesday 2 September and included with Zoo entry, Horrible Science at London Zoo brings two centuries of scientific discovery to life through an immersive trail, live sketch show and hands-on science experiences inspired by some of the extraordinary characters who helped shape ZSL's 200-year history.

The fun-packed six-week-long event is inspired by the popular books of Horrible Science author Nick Arnold and illustrator Tony De Saulles, published by Scholastic.

At the heart of Horrible Science at London Zoo is 'Back from the Brink', a fast-paced comedy sketch show, where legendary ZSL scientists burst through a time vortex with one mission: to save a species from extinction. Families meet pioneering figures from ZSL's past, take part in live experiments and discover why protecting wildlife today is more important than ever.

And there's much, much more! Across the Zoo, young explorers can also embark on a Horrible Science Trail, solving puzzles, cracking clues and uncovering missing words hidden throughout the Zoo, learning about remarkable figures including Charles Darwin, Joan Procter, Christine Hawkey and Evelyn Cheesman along the way.

Families can also get stuck into a series of pop-up science experiments inspired by the groundbreaking conservation work being carried out by ZSL today.

The event forms part of ZSL's 200th anniversary year celebrations.

Horrible Science books have been available at the ZSL shop throughout the six weeks of the Horrible Science event.

This amazing summer programme is included in the price of admission to the Zoo. More details about the event and the Zoo itself can be found at **www.londonzoo.org**.

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Since they first appeared in 1996, the Horrible Science books have gained a huge global following, published in over 30 countries in more than 20 languages and selling over four million copies in the UK. This award-winning book series is now positioned as the definitive children's book science brand and its combination of jokes, cartoons and horrible facts has fascinated whole generations of kids for nearly three decades, empowering them with discovery and getting them excited about science.

Author Nick Arnold and illustrator Tony De Saulles have to date produced over 30 titles with themes ranging from *Killer Energy* and *Chemical Chaos* to *Blood, Bones and Body Bits* and *Really Rotten Experiments*. The success of the books has also led to the making of a TV show and the licensing of a number of products, including games and puzzles, apparel and science kits.

And, of course, the brand has inspired a growing number of very successful experiential events.

The summer of 2024 saw an enormously successful six weeks of Horrible Science-inspired summertime activities for families at the Royal Botanic Gardens in Kew about the weird and wonderful world of plants and fungi. In 2019, Wakehurst, Kew's wild botanic garden in the heart of Sussex, put on two highly successful weeks of Horrible Science Easter activities. And this year saw the opening of 'Cosmic Chaos' – a year-long exhibition at Manchester's Science and Industry Museum.

Many more events are planned or under discussion.

Victoria Sage, Visitor Programmes Manager ZSL, says: "London Zoo is a popular venue for families during the school holidays, but this collaboration with the UK's best-loved children's book science brand makes visits more special than ever. We're delighted to welcome science and conservation lovers of all ages to this celebration of the first 200 years of one of the world's most famous zoos."

Elizabeth Scoggins, Nonfiction, Brands and Licensing Publisher, Scholastic UK, says: "The appeal of the brilliant Horrible Science books and TV show is stronger than ever – and the brand's strength in experiential licensing is being recognised by more and more of the UK's greatest science and conservation-related institutions. We're absolutely thrilled to be working with London Zoo and we're certain that the inventive, funny and brilliantly engaging Horrible Science at London Zoo event will continue to delight families throughout the summer months."

Melissa Satterly, Brand Manager, Rocket Licensing, says: "We are thrilled to be working with London Zoo on this fantastic, inventive and very informative family-focused event. The combination of the much-loved Horrible Science brand and this world-famous ZSL conservation zoo is a winner for fans of scientific discovery, no matter their age."