

MEDIA RELEASE



Bluey brings the fun to Bunnings this August for Kiwi fans and families

Back by popular demand, the iconic family favourite *Bluey* is returning to Bunnings next month featuring a range of activities and exclusive merchandise.

Starting from Saturday 2 August and running every weekend across the month, *Bluey* fans can visit their local Bunnings to join in on all the fun, with D.I.Y workshops and adventures including an instore scavenger hunt of all your favourite *Bluey* characters. Customers will also discover a fun extended range of exclusive *Bluey* homewares, and special *Hammerbarn* merchandise with fans able to purchase the ever-popular *Bluey* Gnomes that are now back! Much-loved favourites Hecuba, Tony, Jeremy, and the ever-serene Meditation Gnome will be joined by three new additions – Gerald, and Bride and Groom Gnomes, which are expected to be hot property.

For families looking for a mid-winter makeover, homewares from *Bluey* and *Bingo's* bedroom will be available in real life products instore and online. From the iconic watermelon rug to light-up paper lanterns and glow in the dark stickers, Bunnings is stocking everything you need to transform your kiddo's space with a *Bluey* twist.

Bunnings will also offer kid-size goodies with *Hammerbarn* branded socks, key rings, bucket hats and the fan-favourite tote bag available across all stores, while stock lasts.

Bunnings New Zealand General Manager, Melissa Haines, said: "The *Hammerbarn* takeover was a massive hit with our little Bunnings visitors last year, so we are delighted to be announcing the return of *Bluey* in a new and special way for our customers. Our team members love getting into the spirit with free D.I.Y workshops and scavenger hunts to entertain the kids, and our first-ever range of homewares inspired by the show will truly help families bring the magic of *Bluey* and *Bingo's* bedroom directly to their homes. We feel grateful to be able to offer this unique experience."



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BBC Studios Australia & New Zealand, Director of Brands & Licensing, Scott Modra said:

“Partnering with Bunnings once more allows us to deliver fresh, engaging experiences that celebrate *Bluey*’s relatability and connect deeply with fans. This partnership continues to resonate so strongly with families, and it’s been incredible to see how *Bluey* has been welcomed into homes across New Zealand. From the gnomes to the new bedroom range, this collaboration is all about sparking imagination and fun – and we can’t wait to see how fans embrace it this year.”

To secure your spot at a *Bluey workshop* visit [In-Store D.I.Y. Workshops - Bunnings New Zealand](#) and check out the exclusive product range online from Wednesday (30 July).

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Notes to the editor:

- An exclusive range of licenced products will also be available at Bunnings stores across the country.
- Please check with your local store for specific availability. Available in-store only for a limited time, while stocks last. The range includes:
 - Bluey 120cm Kiwi Kids Rug, RRP \$39
 - Bluey 120cm Watermelon Kids Rug, RRP \$39
 - Bluey Glow In The Dark Wall Stickers, RRP \$15
 - Bluey Light Up Paper Lanterns, RRP \$25
 - Bluey Hecuba Garden Gnome, RRP \$22.50
 - Bluey Tony Garden Gnome, RRP \$22.50
 - Bluey Meditation Garden Gnome, RRP \$22.50
 - Bluey Jeremy Garden Gnome, RRP \$22.50
 - Bluey Groom Garden Gnome, RRP \$22.50
 - Bluey Bride Garden Gnome, RRP \$22.50
 - Bluey Gerald Garden Gnome, RRP \$22.50
 - Bluey Hammerbarn Tote Bag, RRP \$7
 - Bluey Hammerbarn Kids Socks - Size: 5-8, RRP \$4
 - Bluey Hammerbarn Kids Socks - Size: 9-14, RRP \$4
 - Bluey Hammerbarn Kids Bucket Hat, RRP \$7
 - Bluey Hammerbarn Keyring – Bluey, RRP \$6
 - Bluey Hammerbarn Keyring - Hecuba Gnome, RRP \$6

Link to product imagery [here](#). Link to media stills and video [here](#)

About Bunnings

Bunnings is the leading retailer of home and lifestyle products for consumer and commercial customers in Australia and New Zealand. We are a major supplier to project builders, commercial tradespeople and the housing industry. Our store network is made up of 286 large warehouse stores, 65 smaller format stores, 31 trade centres and 7 frame & truss sites. In April 2020, Bunnings acquired South Australian retailer Adelaide Tools (now Tool Kit Depot), which now has 16 stores, and acquired Beaumont Tiles in November 2021 which has 116 stores.



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About BBC Studios Brands & Licensing

The BBC Studios Brands & Licensing division is the driving force in extending BBC Studios IP through innovative brand extensions, fostering deep fan engagement worldwide. Partnering our iconic brands - including Doctor Who and *Bluey* - with the world's biggest brands, promoters, and publishers, ignites the imagination of fans and creates memorable brand-fame moments. Our diverse portfolio spans consumer products, live entertainment, gaming, and publishing, while BBC Studios Digital drives over 1 billion views per month, offering advertising and branded content opportunities. Supported by award-winning teams, we focus on finding visionary opportunities to enhance global brand impact and digital growth.

About Bluey

The series follows Bluey, a loveable, inexhaustible, Blue Heeler dog, who lives with her Mum, Dad and her little sister, Bingo. Bluey uses her limitless energy to play games that unfold in unpredictable and hilarious ways, bringing her family and the whole neighborhood into her world of fun.

Bluey is produced by Ludo Studio for ABC KIDS (Australia) and co-commissioned by ABC Children's and BBC Studios Kids & Family. Financed in association with Screen Australia, *Bluey* is proudly 100% created, written, animated, and post produced in Brisbane Queensland, Australia, with funding from the Queensland Government through Screen Queensland and the Australian Government. BBC Studios Kids & Family holds the global distribution and merchandise rights.

In Australia, the show is broadcast on ABC. The series airs and streams to U.S. and global audiences (outside of Australia, New Zealand, and China) across Disney Channel, Disney Jr., and Disney+ through a global broadcasting deal between BBC Studios Kids & Family and Disney Branded Television. [Bluey](#) | [Website](#) | [Facebook](#) | [Instagram](#) | [TikTok](#) | [YouTube](#)

About Ludo Studio

Ludo Studio is a BAFTA, multi-Emmy®, Logie and Peabody award-winning Australian studio and one of TIME's Most Influential Companies of 2024, that creates and produces original scripted drama, animation and digital stories that are authored by incredible local talent, distributed globally and loved by audiences everywhere. Ludostudio.com.au

