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Fred. Olsen Cruise Lines supporting Ipswich's St Elizabeth Hospice's 'Hop to it!' art trail

Fred. Olsen Cruise Lines is sponsoring the 'Hop to it! Suffolk 2025' art trail, which will see hare sculptures located across Ipswich to raise funds for, and awareness of, the work of St Elizabeth Hospice, the main hospice serving the East Suffolk area.

The cruise line has unveiled its hare sculpture, *Boreal*, featuring a Scandinavian theme embracing the natural wonders of the world and encompassing the Northern Lights.

‘Hop to it!’ is a free event taking place through the streets, parks and open spaces of Ipswich, from June 21 to August 29, 2025. For the first time the trail has been expanded to additional locations in Suffolk, including Woodbridge, Felixstowe, Beccles and Lowestoft.

In total, 60 large and 18 commission painted leverets will be featured in the 10-week event. Alongside these will be 71 leverets decorated by local schools and community groups participating as part of the Hopscotch Learning and Community programme.

‘Hop to it’ follows the success of previous art trails: Pigs Gone Wild, Elmer’s Big Parade and the Big Hoot Ipswich.

Holly Goddard at Fred. Olsen Cruise Lines said: “We are proud to sponsor the ‘Hop to it!’ art trail, a vibrant 10-week celebration uniting the community in creativity and compassion. Supporting St Elizabeth Hospice, whose work touches so many lives, aligns deeply with our values of care and connection. Just as our cruises explore beautiful destinations, this trail invites everyone to discover joy, colour and meaning right here at home. We’re thrilled to play a small part in the hospice’s mission to provide outstanding care. Together, let’s hop to it and make a difference.”

In recent years, Fred. Olsen has raised more than £62,000 for the St Elizabeth Hospice through various fundraising activities, including more than £42,500 as part of the Big Hoot Ipswich 2022.

Just over £20,000 was raised directly by the cruise line for ‘Elmer’s Big Parade Suffolk’, with Fred. Olsen sponsoring its own ‘Elmer’ sculpture – ‘Elmer’s Travel Trunk’.

For more information, visit www.fredolsencruises.com or call 0800 0355 144.

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