

A Beary Big Trail



JOIN THE

CUB CLUB

SCHOOLS & COMMUNITY GROUPS PROGRAM

BROUGHT TO YOU BY:



WHAT IS

A BEARY BIG TRAIL?

In 2027, Toowoomba will become a giant outdoor gallery as 20 giant bear sculptures appear across streets, parks, businesses and community spaces throughout the city.

Inspired by the people, places and stories of our region, each bear will be transformed into a unique work of art. Together, they will form A Beary Big Trail, a free family-friendly experience celebrating creativity, community and 20 years of LifeFlight in the Darling Downs.

For 6-8 weeks, locals and visitors will follow the trail, discover incredible artworks, unlock surprises through the interactive trail app and learn more about the lifesaving work of LifeFlight.

Alongside the giant bears, young artists and community groups will have the opportunity to create their own Cub sculptures through the Cub Club Program, helping bring even more colour, creativity

- 20 Giant Bear Sculptures
- 6-8 Week Public Art Trail
- Interactive Trail App
- Free Community Event
- Celebrating 20 Years of LifeFlight in the Darling Downs



A TRAIL CREATED BY COMMUNITY

From professional artists and local businesses to schools, families and community groups, A Beary Big Trail will showcase the creativity, character and stories that make the Darling Downs unique. Every bear will tell a different story, creating a colourful journey of discovery across the region.



WHAT IS

CUB CLUB?

The Cub Club is the official schools and community engagement Program for A Beary Big Trail.

Participating groups will receive their own blank Cub sculpture to transform into a colourful, creative artwork that reflects their school, organisation, culture, community or imagination.

The Program is designed to bring people together through creativity while encouraging conversations around community resilience, helping others and the importance of knowing what to do in an emergency.

Every Cub will become part of a larger story celebrating 20 years of LifeFlight helping communities across the Darling Downs.



WHY GET INVOLVED?

INSPIRE CREATIVITY

Encourage imagination, teamwork and creative thinking through a hands-on community art experience.

BUILD COMMUNITY CONNECTION

Bring students, families and community groups together as part of a major regional celebration.

INSPIRE FUTURE GENERATIONS

Help young people discover the many careers and opportunities connected to aviation, healthcare, engineering and emergency response.

SUPPORT COMMUNITY RESILIENCE

Spark conversations about helping others, acting in emergencies and caring for our communities.

CREATE SOMETHING MEANINGFUL

Your Cub becomes part of a shared community story celebrating care, connection and the people who help save lives across our region.

20 YEARS OF LIFEFLIGHT IN THE DARLING DOWNS

Join us as we celebrate 20 years of LifeFlight and help build a lasting legacy for future generations.



WHO CAN PARTICIPATE?

We welcome expressions of interest from schools and community groups who are passionate about creativity, community and making a difference.

Whether you're an early learning centre, school, sporting club, youth organisation or community group, Cub Club offers a unique opportunity to be part of a major regional celebration while supporting LifeFlight's lifesaving work.

We welcome expressions of interest from:

- Early learning centres
- Primary schools
- Secondary schools
- Youth organisations
- Sporting clubs
- Disability support organisations
- Community groups
- Arts organisations

Places are limited.

HOW DOES IT WORK?

Rather than an upfront participation fee, schools and community groups are encouraged to support LifeFlight through simple and fun fundraising activities during the Program period.

Fundraising ideas could include:

- Teddy Bear Picnics
- Gold Coin Free Dress Days
- Pyjama Days
- Bake Sales
- Colour Runs
- Community BBQs
- Coin Trails
- School Art Days
- Casual Clothes Days
- Bear-Themed Events

We'll provide fundraising ideas and support to make participation easy, engaging and fun for all ages.

Every dollar raised helps LifeFlight continue supporting regional communities through emergency response, community education and future visitor and learning experiences.



PARTICIPATING GROUPS WILL RECEIVE

YOUR OWN CUB SCULPTURE

A blank 3D fibreglass Cub sculpture ready to be transformed into a one-of-a-kind artwork by your school or community group.

CUB CLUB INSPIRATION PACK

Including:

- Creative inspiration and painting tips
- Fundraising ideas and resources
- Promotional inspiration for the Trail Festival
- Information about LifeFlight and the role we play across regional Queensland

PUBLIC EXHIBITION OPPORTUNITY

All completed Cubs will be displayed together in a special community exhibition as part of A Beary Big Trail celebrations.

This exhibition will showcase the creativity, diversity and spirit of communities across the Darling Downs.

VISIBILITY ACROSS THE TRAIL

Selected Cub artworks and stories may feature across:

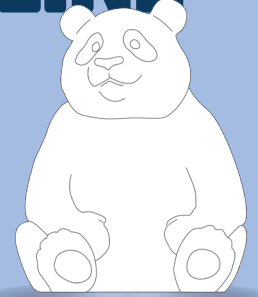
- The official trail website
- Social media
- Media stories and promotions
- Community exhibitions and activations

A LASTING LEGACY

At the conclusion of the exhibition, your Cub sculpture will return to your school or community group to keep permanently. A colourful reminder that your community helped celebrate 20 years of LifeFlight in the Darling Downs.



PROGRAM TIMELINE



SEPTEMBER – OCTOBER 2026

Expression of Interest Open
Schools and community groups invited to join the Cub Club Program.



OCTOBER 2026

Cub Collection & Inspiration Sessions
Participating groups collect their Cub sculpture and receive Program materials and creative inspiration.



JANUARY – FEBRUARY 2027

Painting & Fundraising Period
Groups design, paint and personalise their Cub while supporting LifeFlight through community fundraising activities, driven through the interactive trail app.



EARLY MARCH 2027

Cubs Returned
Completed Cub sculptures returned to LifeFlight for preparation and exhibition installation.



MARCH – APRIL 2027

A Beary Big Trail Festival
Cub sculptures showcased together as part of A Beary Big Trail celebrations.



MAY 2027

Cubs Return Home
Cub sculptures returned to participating schools and community groups to keep as a lasting legacy piece.



A Beary Big Trail

GET INVOLVED

A Beary Big Trail

LifeFlight Foundation

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bearybigtrail.org.au



BROUGHT TO YOU BY:

