



## Join in our FREE family trail and have fun exploring our festive town, the home of the Ware Bears!

Follow the map and start and finish the trail in any order you choose.

- Find Ware Bear's cuddly friends that are hiding in the window of each participating business and also hunt for our big bears marked on the map.
- There are twelve small cuddly bears in shop windows and three big, sparkly bears on the pavements!
- There's no rush to find all 15 bears in one visit. Enjoy and explore the trail at your leisure.
- Once you have found all the bears and ticked them off on your completed map head to Mr Simms Olde Sweet Shoppe for a prize.

We'd love it if you could tag and share your photos with us [@waretowncouncil](#) and [@waretowncentre](#).

## Collect your prize

When you have finished the trail, you are welcome to take your completed map to **Mr Simms Olde Sweet Shoppe\*** at 17 High Street, SG12 9BP for a small reward for all bear hunters!

Follow

[@waretowncentre](#) [@waretowncouncil](#)

For town centre news & updates



[www.waretowncouncil.gov.uk](http://www.waretowncouncil.gov.uk)

\* Prizes available while stocks last during Mr Simms' daily opening hours of 10am to 5pm (11am to 4pm Sundays). Trail runs until 05/01/25. Full T&Cs at [www.waretowncouncil.gov.uk/ware-bear-trail](http://www.waretowncouncil.gov.uk/ware-bear-trail)



**1 Tony's Coffee Bar**  
8 Riverside House, Amwell End,  
SG12 9HW

**2 Ware Bear**

**3 Ware Bathroom Centre**  
4 Star Street, SG12 7AA

**4 Salon Beauty Clinic**  
21 High Street, SG12 9BP

**5 The Sage Garden**  
36 High Street, SG12 9BY

**6 Opal and Iris**  
35-37 High Street, SG12 9BD

**7 Ware Bear**

**8 Keith Ian Estate Agents**  
70-72 High Street, SG12 9AT

**9 Sugar & Scoop**  
76-78 High Street, SG12 9AT

**10 Aves Optometrists**  
61 High Street, SG12 9AD

**11 Ware Centre of Dental Excellence**  
23-24 Tudor Square, West Street,  
SG12 9XF

**12 Thickbroom Chartered Accountants**  
110 High Street, SG12 9AP

**13 Ware Bear**

**14 Byrver Flooring**  
8a Baldock Street, SG12 9DZ

**15 HCM Music Academy**  
31 Baldock Street, SG12 9DH

**Collect Your Prize at**  
Mr Simms Olde Sweet Shoppe  
(open 7 days a week)  
17 High St, SG12 9BP



# WARE BEAR TRAIL

WELCOME TO THE HOME OF THE WARE BEARS

## HELP THE WARE BEARS FIND THEIR PRESENTS

The Ware Bears have lost their Christmas presents, can you help them through the maze to find them again?



## THIS CHRISTMAS, IT'S WARE TO SHOP EAT DRINK PLAY



KICKSTART YOUR CHRISTMAS SHOPPING AT OUR QUALITY INDEPENDENT SHOPS & STOP FOR A BREAK AT ONE OF OUR 60+ RESTAURANTS, BARS, EATERIES, CAFES & PUBS!

Shopping Directory & What's On Guide at  
[www.waretowncouncil.gov.uk](http://www.waretowncouncil.gov.uk)

#VISITWARE



[waretowncouncil.gov.uk](http://waretowncouncil.gov.uk)

  @waretowncouncil  
@waretowncentre

#lovewareyoulive  
#warebear  
#visitware

Ware Bear & the Trail are brought to you by



**Ware**  
Town Council

When you have finished with this map please recycle it.

