

# HarperCollinsChildren'sBooks



## CELEBRATING A DECADE OF DAVID WALLIAMS PUBLISHING Delighting readers and breaking records since 2008!

**27<sup>TH</sup> FEBRUARY, 2018** HarperCollins Children's Books today herald the biggest book party ever and unveil their plans to celebrate a decade of David Walliams publishing and his remarkable success as a children's author.

David Walliams has become one of today's most influential writers, dominating the industry charts and changing the shape of the book retail landscape. Since the publication of his first novel, *The Boy in the Dress* (2008) illustrated by the iconic Sir Quentin Blake, David Walliams has seen ten years of unprecedented growth with global sales exceeding twenty-three million copies, and his books have been translated into fifty-three languages. The *Guardian* hailed him "as important to the market as any Booker prize-winner and heir to the Rowling crown". In 2017, David also became the first children's writer ever to spend 100 weeks (non-consecutive) at number one in the children's charts, beating his rivals by over twenty weeks.

In celebration of ten wonderful Walliams years, HarperCollins Children's Books will publish spectacularly special anniversary editions of four of his best-loved books; his first two novels and two of his most beloved titles. Published in glorious colour for the very first time these lavish editions will feature new illustrations from David's signature illustrators, Sir Quentin Blake and Tony Ross, with unique introductions to the stories from the author himself. The titles will launch next month with *Mr Stink* and *Gangsta Granny* publishing on 8 March (HB £14.99), followed by *Grandpa's Great Escape* on 26 July (HB £14.99) and *The Boy in the Dress* on 1 November (HB £14.99). These special editions will only be printed during the anniversary year.

In a year-long party children across the nation will be encouraged to join in the celebrations. WALLIAMS WEEK lands in June and features a return of the iconic helicopter tour – bigger and bolder than before! DAVID WALLIAMS LIVE event extravaganza will see David appear at key literary festivals and go on a regional theatre tour as well as an unmissable media campaign reaching more readers than ever before.

Direct into the heartland of the Walliams fanbase, schools will be a major focus of the anniversary campaign, ensuring reach and inclusivity. In an exciting partnership first, cultural education charity Shakespeare

**PRESS RELEASE – For immediate release**

Schools Foundation (SSF) will join forces with HarperCollins Children's Books to bring the magic of David Walliams' stories to life. Primary schools will be recruited to produce an abridged dramatic performance based on his books.

David Walliams said, "It is hard to believe there are children reading my books who hadn't been born when I started writing them. What started off as a something of a hobby for me has completely taken over my life. I am thrilled with the special colour editions of my books, and am planning to spend as much time as I can this year meeting my young readers."

HarperCollins Children's Books Executive Publisher, Ann-Janine Murtagh said, "It's been the most extraordinarily exhilarating ten years since David's ground-breaking debut *The Boy in the Dress* was so perfectly illustrated by Quentin. David has remained tireless in creating unforgettable and truly original stories for children with each and every one of his books written from the heart. We are very proud to be David Walliams' publishers and look forward to sharing this glorious anniversary with his readers across the globe."

**Ends.**

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**For more information on David Walliams' children's books, news and events please visit:**  
[www.worldofdavidwalliams.com](http://www.worldofdavidwalliams.com)

**NOTES TO EDITORS:**

**ABOUT HARPERCOLLINS CHILDREN'S BOOKS UK**

HarperCollins Children's Books, unprecedented three times winner of Children's Publisher of the Year (2014, 2015, 2016), are one of the leading publishers of children's books, recognised for nurturing new talent as well as boasting a reputable list of established bestselling authors. Respected worldwide for its tradition of publishing quality, award-winning books for young readers, HarperCollins is home to many children's classics, including *The Chronicles of Narnia*, *Hello Kitty*, the *Paddington* stories, *The Cat in the Hat* and *The Tiger Who Came to Tea*, and to some of the biggest names in children's literature past and present, including David Walliams, Judith Kerr, David Baddiel, Lauren Child, Oliver Jeffers and Michael Morpurgo.

**ABOUT HARPERCOLLINS UK**

HarperCollins UK is a division of HarperCollins Publishers, the second-largest consumer book publisher in the world, with operations in eighteen countries. With 200 years of history and more than 120 unique imprints around the world, HarperCollins publish approximately 10,000 new books every year, in seventeen languages, and has a print and digital catalogue of more than 200,000 titles. Writing across dozens of genres, HarperCollins authors include winners of the Nobel Prize, the Pulitzer Prize, the National Book Award, the Newbery and Caldecott Medals and the Man Booker Prize. HarperCollins UK has offices in London, Glasgow and Honley, and can be found online at [www.harpercollins.co.uk](http://www.harpercollins.co.uk). To explore HarperCollins's 200-year history, including a list of 200 iconic titles, fascinating stories and artefacts from the archive, visit [www.hc.com/200](http://www.hc.com/200).