



## **PUFFIN ADDS NEW SENIOR EDITORIAL ROLE TO ITS PUBLISHING TEAM**

*London, 28 July 2008...* Francesca Dow, Managing Director at Puffin, has announced a new senior appointment to the editorial team. Elv Moody, currently Editorial Director for fiction at Scholastic, will join Puffin in the newly created role of Editorial Director for Classic Puffin.

In a year that has seen the successful relaunch of the prestigious Puffin Classics, featuring a beautiful new design and introductions by some of the biggest authors in children's publishing, this new position is to focus on Puffin's classic heritage and continue to re-imagine Puffin's unrivalled back catalogue. In addition, Elv will be acquiring the literary and prize-winning classics of the future, to join the many illustrious names from the past and present such as Nina Bawden, Clive King, Michelle Magorian, Philippa Pearce and Meg Rosoff.

Elv Moody joins Puffin in October and will report to Sarah Hughes, Puffin's Fiction Publisher.

Francesca Dow commented, "I am delighted that we have lured Elv over to Puffin to take up this important new role, which is about building on Puffin's heritage – not just by clever reimagining of our backlist but by judicious acquisition of important future classics."

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