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## CELEBRATING 70 SPECTACULAR YEARS OF PUFFIN BOOKS

### ***Artemis Fowl* Voted UK's All-Time Favourite Puffin** **Eoin Colfer's original tale of twelve-year-old criminal mastermind, *Artemis Fowl*, crowned the ultimate Puffin of Puffins**

**London, 17<sup>th</sup> June 2010:** *Artemis Fowl* by best-selling author, Eoin Colfer, has been voted the ultimate Puffin of Puffins in a nationwide poll it was announced today.

The vote, hosted online at [www.happybirthdaypuffin.co.uk](http://www.happybirthdaypuffin.co.uk), asked readers to choose their all-time favourite Puffin book to mark the 70<sup>th</sup> anniversary of the world's number one children's publisher and celebrate the re-launch of the Puffin Modern Classics series.

Readers selected their favourite book from seven Modern Classic titles, one from each decade of Puffin's spectacular 70 years, hand-picked as the most entertaining and inspirational children's books of all time.

The titles are *The Family from One End Street* by Eve Garnett (1940s), *Charlotte's Web* by E.B White (1950s), *Stig of the Dump* by Clive King (1960s), *Charlie and the Chocolate Factory* by Roald Dahl (1970s), *Goodnight Mister Tom* by Michelle Magorian (1980s), *The Hundred-Mile-An-Hour Dog* by Jeremy Strong (1990s) and *Artemis Fowl* by Eoin Colfer (2000s).

Voting was kicked off by a spectacular sell-out Puffin of Puffins hustings event at The Hay Festival earlier this month where Marcus Brigstocke, Jacqueline Wilson, Jasper Fforde, Cathy Cassidy, Jason Bradbury, Andy Stanton and Jenny Valentine each championed one of the above titles.

Over 10,000 votes were subsequently cast and Colfer's bestselling story of twelve-year-old villain and child prodigy, *Artemis Fowl*, came top claiming a staggering 68% of the online vote. Roald Dahl's *Charlie and the Chocolate Factory* came in second with 13% of the vote.

**Eoin Colfer** said: "I am beyond thrilled by this result. To be chosen by Puffin as a modern classic is a huge honour as it would be for any writer. For *Artemis* to be in a collection with *Stig* and *Charlie* is a huge thrill, but to win a public vote as well, it's like two birthdays in one go. I have to say that this is my proudest professional moment. Thank you, voters."

Action-packed and full of humour, the *Artemis Fowl* series has a serious cult following. English language sales of the *Artemis Fowl* titles now exceed a staggering 8 million copies and circa 20 million worldwide.

Colfer's work has been published in 44 countries and he has achieved huge international critical acclaim in the media and book trade and is ranked alongside Philip Pullman, Jacqueline Wilson and Anthony Horowitz as one of the UK's most popular and best-selling children's authors.

*Artemis Fowl* won the WHSmith 'People's Choice' Children's Book of the Year Award 2002, The Children's Book of the Year at the British Book Awards and was shortlisted for both the Whitbread Children's Book of the Year 2001 and The Blue Peter Book Award 2002. More



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recently, *Artemis Fowl and the Time Paradox* won the Independent Booksellers Book Prize in 2009 and was shortlisted for the Galaxy British Book Award.

**Francesca Dow, Managing Director, Puffin Books** commented: "We just didn't know what result to expect as all the books received such a strong passionate response. But of course we're absolutely delighted that *Artemis Fowl* has won the Puffin of Puffins. Inventive, fast, funny and written in such an engagingly fresh way, *Artemis Fowl* is very much a book for the 21st century. We see this in the extraordinary response Eoin Colfer receives from his fans and in the sales of the books. So what better proof of fans voting with their feet than this wonderful result?"

The newest instalment of the phenomenally successful series, *Artemis Fowl and the Atlantis Complex*, will be published on 20<sup>th</sup> July by Puffin and launched via a special live webcast with Eoin Colfer at [www.eoincolfervirtuallylive.co.uk](http://www.eoincolfervirtuallylive.co.uk). With a month still to go, a massive 10,000 children are already registered to watch.

The seven Modern Classic titles that appeared in the Puffin of Puffins vote have been re-jacketed and refreshed for a new audience and were re-launched earlier this month by Puffin priced at £6.99.

**-ENDS-**

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**Notes to Editors:**

#### **About Puffin**

- Founded in 1940 as a series of non-fiction picture books for children, today Puffin is the world's leading children's publisher and best-loved brand in children's books.
- The first Puffin story book to be published in 1941 was popular children's classic, *Worzel Gummidge*. Since then thousands of Puffin titles have been published read and enjoyed by millions of children.
- The Puffin list today carries some of the biggest names in classic and current children's publishing including Roald Dahl, Janet and Allan Ahlberg, Eric Carle, Lauren Child, Charlie Higson, Eoin Colfer, Rick Riordan, Jeff Kinney and Cathy Cassidy.
- As Puffin celebrates 70 spectacular years in publishing in 2010, this successful mix of backlist classics coupled with expertly selected frontlist acquisitions and innovative brand strategies has helped Puffin to achieve its highest market share since records began.

#### **The Puffin Anniversary**

- To mark the anniversary, digital initiatives include a new digital archive at [www.puffin.co.uk](http://www.puffin.co.uk) - a unique treasure trove of exclusive podcasts, interviews and written material by 40 of Puffin's top authors and illustrators.
- There will also be a major re-launch of Puffin's most exciting digital project to date, [www.wemakestories.com](http://www.wemakestories.com) – a **suite of online tools** for children to inspire and encourage literacy, creativity and storytelling skills.
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- A major national exhibition, *There's Nuffin Like a Puffin*, will open on 15<sup>th</sup> July at Seven Stories Centre for Children's Books in Newcastle. An unmissable year-long Puffin retrospective of author artefacts and innovative museum technology.

## About the Puffin Anniversary Publishing Programme

- To mark this special anniversary, Puffin has released an exciting range of new publishing for both adults and children
- **For Adults:**
  1. *So Much to Tell. The Story of Kaye Webb: Puffin's Greatest Editor* by Valerie Grove published in May 2010 (Viking, £18.99)
  2. *Puffin by Design* by Phil Baines published in May 2010 (Allen Lane, £20)
  3. *Designer Puffins Classics* (Puffin, £100 each): a range of iconic, highly collectable classic Puffin titles in a limited, numbered edition of 1000 re-imagined and designed by some of today's best-known cultural figures. Available from September 2010.
- **For Children:**
  1. *Pocket Money Puffins*: Fantastic, exclusive new stories by top Puffin authors at a pocket money price including Charlie Higson, Cathy Cassidy, Meg Rosoff and Jeremy Strong – ten exciting titles at only £3.99 available from May 2010.
  2. *Puffin Modern Classics*: Classic favourites from Puffins heritage showcasing a brand-new look for the range. Launching with a classic Puffin from the last seven decades of Puffin – *The Family From One End Street*, *Charlotte's Web*, *Stig of the Dump*, *Charlie and the Chocolate Factory*, *Goodnight Mister Tom*, *The Hundred Mile-an-Hour Dog*, *Artemis Fowl* - £6.99. Available from June 2010.
  3. *The Puffin Mother Goose Treasury* by Raymond Briggs - £14.99: The original, essential book of nursery rhymes by picture book legend and creator of *The Snowman* and *Fungus the Bogeyman*, Raymond Briggs. Available in October 2010.
  4. *Postcards from Puffin* A gorgeous box filled with 100 postcards of iconic covers celebrating Puffin's seventy-year history. Available from November 2010 priced £14.99



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