

**PRESS RELEASE****27th June 2011****For immediate release****Peter Andre inspires new children's series for
Ladybird Books**

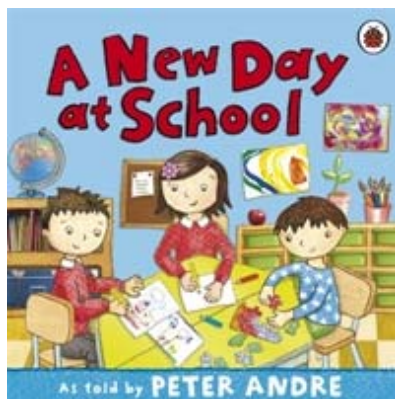
Ladybird Books will be collaborating with Peter Andre to publish a series of preschool children's books this September (2011). **Peter has recently been awarded the accolade of Celebrity Dad of the Year for the second year running!** The Premier Inn Celebrity Dad of the Year award is voted for by members of the public and aims to "reward the celebrity dad who has impressed the nation by balancing a hectic public life with the demands of parenting", according to organisers.



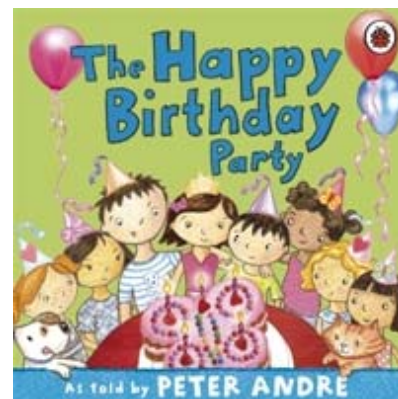
Ladybird will launch the series with two titles featuring the young siblings, Peter, Mike and Debbie on 1st September. The themes of Peter's stories will centre around everyday events in a child's life and first experiences which will resonate and appeal to parents everywhere.

Peter Andre said:

"I'm really excited to be launching a series of children's books with Ladybird. Stories play a really important part in my family's life and I'm delighted to be working with Ladybird to create new story books for kids to share with their mums and dads, brothers, sisters and friends."



ISBN: 9781409310389



ISBN: 9781409310907

***A Happy Birthday Party* and *A New Day at School* will be published on 5th September, priced £4.99 each.**

Peter will be embarking on a nationwide publicity tour to promote his new books. For interview requests please contact Jennifer Cooper below:

For more information please contact Jennifer Cooper at the Ladybird Press Office:

E: Jennifer.cooper@uk.penguinroup.com

T: 020 7010 3048

W: www.ladybird.com

Note to Eds: Ladybird is an imprint of Penguin Children's Books which also comprises: Warne, BBC Children's Books and Puffin