



PRESS RELEASE
Embargoed 15th September 2011



Emma Thompson writes new tale to celebrate 110 years of Peter Rabbit

London, Thursday 15th September '11 . . . Beatrix Potter's publisher Frederick Warne today confirms that they will be publishing a brand new Peter Rabbit story by Emma Thompson on 6th September 2012.

The book, titled *The Further Tale of Peter Rabbit*, will be the 24th tale in the existing collection of Peter Rabbit stories. It is the first time that Frederick Warne has published an additional title to the series which Beatrix Potter wrote between 1902 and 1930.

Emma Thompson, Oscar-winning actress and screen writer, has a talent for creating engaging narratives with a dry humour similar to Potter's own and is the perfect choice of author for this new Peter Rabbit tale which will be published 110 years after the original.

Emma said, *"I've always loved Beatrix Potter, as a child and then as a mother and all the years in-between as well. When Mr Rabbit invited me to write a further tale, I was more honoured than I can say. I hope I don't let him or his extraordinary creator down."*

Francesca Dow, MD of Penguin Children's Books said, *"It is fitting that in a year that celebrates 110 years of Peter Rabbit we move this beloved character forwards and provide him with a brand new adventure. Children the world over have grown up enjoying these stories and now they can look forward to this exciting new addition to their collection. Emma's writing is both fresh and original yet pays homage to Potter's own unique style."*

In *The Further Tale of Peter Rabbit*, Peter's adventures take him beyond the boundaries of Mr. McGregor's garden, all the way to Scotland, where he meets the gentle giant Finlay McBurney, a distant Scottish relative. Emma was inspired to set the tale in Scotland and create this new character by her knowledge of Beatrix's childhood holidays there.

Press Release



Warne has commissioned a bespoke Peter Rabbit tartan from prestigious textile company Lochcarron of Scotland to commemorate this new title. The tartan design has been incorporated into Tale and is featured on the kilt worn by newly created character Finlay McBurney. Frederick Warne will be making the tartan available for use line of exclusive Peter Rabbit™ merchandise for launch at the same time of the publication of this new tale.

For further information please contact:

Adele Minchin, Publicity Director Tel: 020 7010 3304 or Mob: 07540 262 747
adele.minchin@uk.penguinroup.com
www.peterrabbit.com

Notes to Editors:

***The Tale of Peter Rabbit*, written and illustrated by Beatrix Potter, was published by Frederick Warne in 1902. It went on to become one of the best-selling children's classics of all time. The World of Beatrix Potter™, initiated by Potter herself, is now one of the world's longest running and largest international literature-based licensing programmes with more than 350 licensees worldwide.**

- Over 150 million Peter Rabbit™ books have been sold worldwide in more than 35 languages
- *The Tale of Peter Rabbit* has never been out of print since it was first published
- www.peterrabbit.com attracts more 50,000 unique visitors per month
- Photograph of Emma Thompson by kind permission of Nick Hadow