



PUFFIN ANNOUNCES UNPRECEDENTED 0.5 MILLION PRINT RUN FOR JEFF KINNEY'S NO.1. BESTSELLING DIARY OF A WIMPY KID CHRISTMAS TITLE, *CABIN FEVER*

London, 30TH August 2011 . . . Puffin Books today announces a not so wimpy initial print run of **half a million** – the largest first print run in Puffin's history - of the sixth book in Jeff Kinney's bestselling Diary of a Wimpy Kid series, *Cabin Fever* (published Wednesday 16th November 2011).

The printing will take place at Clays in what will be their biggest children's book print run of this year. Outside of Jamie Oliver, it will also be Penguin's largest initial UK print run across all of its imprints this Autumn.

Cabin Fever will be supported by Puffin's most significant marketing and PR campaign ever valuing £210,000.

WIMPY KID WEDNESDAY (16th Nov) will be impossible to miss with a Wimpy Kid take over of bookshops, schools, libraries, social media networks and households nationwide:

- Pre-order messaging around the release of Rodrick Rules DVD in September with 85,000 inserts in DVDs
- *Cabin Fever* trailer planted everywhere online and advertised on Youtube
- Month by month pre-awareness activity on Wimpykidclub.co.uk reaching 25,000 plus members
- Regular newsletters and updates to mobilise 130,000 strong army of Wimpy Kid Facebook fans
- Major schools campaign to promote Jeff Kinney Virtually Live, a live interactive webcast taking place during Jeff's UK tour to reach a potential audience of 100,000 primary teachers and pupils
- Wimpy Kid character facemasks and Wimpy Kid Wednesday event packs available to download and in bookshops and libraries nationwide
- Money-can't-buy competition to meet Jeff Kinney and have your portrait Wimpyfied to launch on publication
- Major outdoor consumer advertising campaign to reach 2.5 million consumers
- TV advertising
- Jeff Kinney will be touring the UK in November participating in major theatre events and signings and a special appearance at Hyde Park's Winter Wonderland

'I am very excited to be pressing the button on this unprecedented initial print run. The publication of *Cabin Fever* in November will be unmissable and will amount to a spectacular Autumn for Puffin and for the Wimpy Kid series,' said Francesca Dow (MD for Penguin Children's Books).

Press Release



Cabin Fever follows the sales and publicity momentum of the April 2011 release of the *Wimpy Kid Movie Diary*, the May release of the second film *Diary of a Wimpy Kid 2: Rodrick Rules* and the June release of the updated *Wimpy Kid Do-It-Yourself Book*, a journal filled with interactive pages and space for readers to record their own stories.

In *Cabin Fever*, the Heffley family is stuck indoors during a blizzard. But will they weather the storm?

“A very tough New England winter inspired me to snow the Heffley family in for the holidays,” said Jeff Kinney. “‘Cabin fever’ refers to the claustrophobia Greg feels, as well as the broader theme of the book... that you're trapped by the identity you create for yourself.”

Notes to Editors:

The fifth book in the series, *Diary of a Wimpy Kid: The Ugly Truth* debuted in at No.1 in the children’s book chart on publication in November 2010 and was No.3 in the overall chart with only Jamie Oliver and the *Guinness Book of World Records 2011* ahead of it. In its first week of sales it was selling at the rate of one copy every 11 seconds!

Books in the core Wimpy Kid series by Jeff Kinney include *Diary of a Wimpy Kid* (2008), *Diary of a Wimpy Kid: Rodrick Rules* (2009), *Diary of a Wimpy Kid: The Last Straw* (2009), *Diary of a Wimpy Kid: Dog Days* (2009) and *Diary of a Wimpy Kid: The Ugly Truth* (2010).

Jeff Kinney has also written and illustrated *The Wimpy Kid Do-It-Yourself Book* and *The Wimpy Kid Movie Diary*.

The series is a permanent fixture in the UK’s Nielsen Bookscan Bestseller Charts with all five core books currently dominating the Top Ten of the Children’s Chart.

Close to 4 million *Diary of a Wimpy Kid* books have been sold in the UK alone. Over 50 million books are in print in the United States and Canada and the books have been sold in more than 36 countries around the world.

Jeff Kinney’s work has been widely praised for its ability to turn reluctant readers on to books and Jeff has been named one of *TIME* magazine’s most influential people in the world.

In March, 2011, the first-ever Wimpy Kid Island, Wimpy Wonderland, debuted on the hugely popular virtual world Pop Tropica www.poptropica.com/wimpywonderland_island.html

Press Release



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