



**For immediate release**

## **Who will 'Picture This' for Julia Donaldson?**

London, 29<sup>th</sup> April, 2009... Waterstone's is putting out a final call for entries for its 'Picture This' competition – the search for an undiscovered illustrator to work on *The Gruffalo* author Julia Donaldson's new story, *Freddie and the Fairy*. The closing date for the competition is May 18<sup>th</sup>, 2009.

Julia Donaldson's books, which sold over one million copies in the UK alone last year, are instantly familiar to children and parents alike. *The Gruffalo*, which this year celebrates its tenth anniversary, has sold over 3 million copies alone. In an unprecedented move, the complete text to *Freddie and the Fairy* is now available to read, free of charge, at [Waterstones.com/picturethis](http://Waterstones.com/picturethis). Aspiring artists are invited to submit their vision for the book by submitting an illustration for two pages from the story, with character sketches for the main characters.

Waterstone's reports a high standard of entry received so far. "Some of the illustrators' work we have seen is incredible, and they have a real vision for what the book should look like," said Kate Skipper, Waterstone's Picture Books Buyer. "I can't wait for Julia to see how people have been inspired by Freddie and the Fairy. But we are a long way from choosing a winner, so anyone with a real talent should enter – this is an incredible opportunity."

A panel of experts, led by Julia Donaldson and including her agent Caroline Sheldon and her Macmillan Children's Books editor Suzanne Carnell, Waterstone's picture book buyer Kate Skipper, children's writer and illustrator Lauren Child (Charlie and Lola, Clarice Bean) and Daily Telegraph writer and children's book reviewer Cassandra Jardine will choose a shortlist of 6 on May 26<sup>th</sup>, who will then be challenged to submit further work on the book. The winner will be selected by the panel and announced at the Bath Festival of Children's Literature in September.

The prize is the chance to illustrate *Freddie and the Fairy*, for publication in winter 2010, with a contract worth £6,000 and a royalty. Waterstone's expects 'Picture This' to be a career-making opportunity for the winning artist. "This is an incredibly exciting competition that will change the winner's life. Julia is the biggest and the best in the business – there can't be a child in the country

who hasn't enjoyed one or more of her books – and we are very proud to be working with her," said Waterstone's Kate Skipper.

#### **Notes for editors**

##### **Picture This Key Dates**

**Closing date for entries – 18<sup>th</sup> May**

**Shortlist announced – 6<sup>th</sup> June**

**Winner announced at Bath Festival of Children's Literature Sept 18<sup>th</sup> – 27<sup>th</sup> September**

**Freddie and the Fairy published – October 2010**

**Please note: the competition is only open to those who have not previously published a full-colour children's book or book cover anywhere in the world**

**Discover more at [Waterstones.com/picturethis](http://Waterstones.com/picturethis)**

##### **Waterstone's**

Waterstone's is the UK's leading specialist bookseller with over 300 branches in England, Scotland, Wales and Northern Ireland, as well as branches in Eire, in Amsterdam and Brussels, on the Isle of Man and Jersey. Its transactional website [Waterstones.com](http://Waterstones.com) was launched in 2006, and there are currently over 2.5 million holders of the Waterstone's Card. Waterstone's was named Bookselling Company of the Year at the Bookseller Retail Awards 2008.

##### **Julia Donaldson**

Julia Donaldson is one of today's most popular children's writers. Her many best-selling collaborations with Axel Scheffler include *The Gruffalo's Child* and *The Snail and the Whale*. Julia loves to write plays and songs, and her brilliant children's shows are always in demand.

##### **Macmillan Children's Books**

Macmillan Children's Books is one of the UK's leading children's publishers. A division of Pan Macmillan Publishers, Macmillan Children's Books publishes over 300 books a year for all age groups and is the publisher of international bestselling titles such as *The Gruffalo* by Julia Donaldson and Axel Scheffler, *The Princess Diaries* series by Meg Cabot and *Dear Zoo* by Rod Campbell. Macmillan Children's Books has won many major awards for its publishing including the Carnegie and Kate Greenaway Medals, the Nestlé Children's Book Prize and the Blue Peter and Red House Book Awards.

For further details about Picture This, contact:

Jon Howells, National Press Officer

Tel: 0208 9964385

Mob: 07766 396844

Email: [jon.howells@waterstones.com](mailto:jon.howells@waterstones.com)