

# PRESS RELEASE

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## **PUFFIN TO PUBLISH THE FIRST NEW PICTURE BOOK IN MORE THAN FOUR YEARS FROM ERIC CARLE, INTERNATIONAL BESTSELLING AUTHOR OF *THE VERY HUNGRY CATERPILLAR***

***The Artist Who Painted a Blue Horse* will publish on  
6<sup>th</sup> October 2011 in Puffin Hardback**

Puffin is delighted to announce that Eric Carle, the beloved and international bestselling author of more than seventy books for children including classics *The Very Hungry Caterpillar* and *Brown Bear, Brown Bear, What Do You See?*, will publish his first new picture book in more than four years, ***The Artist Who Painted A Blue Horse***. Scheduled for publication in October 2011 the book will be published by Puffin in a global, simultaneous publication with Philomel, an imprint of Penguin Young Readers Group in the US.

***The Artist Who Painted A Blue Horse*** is inspired by the work of the great Expressionist painter Franz Marc, a founder of the artists' group known as *Der Blaue Reiter* (The Blue Rider), who famously used abstract blue horses in his paintings. Eric Carle's new book tells the story of an artist who paints the world as he sees it—a red crocodile, an orange elephant, a purple fox, a black polar bear. His brilliant new work will captivate and educate readers with its colourful and magical story of Expressionist art and the imaginative leaps of a painter.

Eric Carle commented, "When I was in high school, in WWII Germany, I was secretly shown works by the banned Expressionist painters by my teacher Herr Krauss. This was an experience that changed my life and had a deep impact on me."

Francesca Dow, Managing Director, Puffin UK said, "A new picture book from Eric Carle is an event for his millions of fans, whatever their age, and *The Artist Who Painted a Blue Horse* is incredible in its beauty and simplicity. We look forward to working with our colleagues at Penguin US and Penguin globally to make this publication into an international celebration."

Don Weisberg, President of Penguin Young Readers Group said, "Working on Eric Carle's new book is a dream come true. Each time I flip through the art for this book, I am amazed. Eric has dedicated his life to introducing young people to the world around them through his distinctive and colorful collage artwork and we are incredibly proud to be publishing his latest book that invites readers to see the world from an artist's point of view, celebrating imagination and the artist within us all."

**Eric Carle** ([www.eric-carle.com](http://www.eric-carle.com)) is acclaimed and beloved as the creator of brilliantly illustrated and innovatively designed picture books for very young children. His best-known work, *The Very Hungry Caterpillar*, has eaten its way into the hearts of literally millions of children all over the world and has been translated into 50 languages and sold over 30 million copies. Since the Caterpillar was published in 1969, Eric Carle has illustrated more than seventy books, many best sellers, most of which he also wrote, and more than 100 million copies of his books have sold around the world. In 2002, Eric and his wife Barbara opened The Eric Carle Museum of Picture Book Art ([www.carlemuseum.org](http://www.carlemuseum.org)) in Amherst, MA, a 40,000 square foot space dedicated to inspiring a love of art among children by introducing them to picture book art by renowned artists from around the world. Eric Carle divides his time between the Florida Keys and the mountains of North Carolina.

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**Puffin** is a division of Penguin Children's Books which is the number one children's publisher in the UK. Founded in 1940 as a series of non-fiction picture books for children, today Puffin publishes picture books, fiction, non-fiction, popular culture and teen fiction. The Puffin list carries some of the biggest names in classic and current children's publishing including Roald Dahl, Allan Ahlberg, Raymond Briggs, Charlie Higson, Rick Riordan, Jeff Kinney, Eoin Colfer and Cathy Cassidy. 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 Club, started in 1967 by Puffin Editor Kaye Webb, is still going strong in 2011 and is just one of the ways that Puffin has established its place in the hearts of millions.

**Penguin Young Readers Group** is one of the leading children's book publishers in the United States. The company owns a wide range of imprints and trademarks, including Dial Books, Dutton, Grosset & Dunlap, Philomel, Puffin, Speak, Firebird, G. P. Putnam's Sons, Viking, Razorbill, and Frederick Warne. These imprints are home to such award-winning, *New York Times* bestselling authors as Laurie Halse Anderson, Jay Asher, Judy Blume, Jan Brett, Eric Carle, Roald Dahl, Tomie dePaola, Sarah Dessen, John Green, Eric Hill, Anthony Horowitz, Brian Jacques, Mike Lupica, Richelle Mead, Richard Peck, Patricia Polacco, and dozens of other popular authors. Penguin Young Readers Group is also the proud publisher of perennial brand franchises such as *The Little Engine That Could*, the Nancy Drew and Hardy Boys series, Peter Rabbit, Spot, the Classic Winnie-the-Pooh, The Very Hungry Caterpillar, Strega Nona, Madeline, Mad Libs, Alex Rider, the Rangers Apprentice, Skippyjon Jones, Flower Fairies, and Pippi Longstocking, among many others. Penguin Young Readers Group is a division of Penguin Group (USA), the U.S. member of the internationally renowned Penguin Group, one of the largest English-language trade book publishers in the world. The Penguin Group is owned by Pearson plc, the international media group.

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