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THIS AUTUMN, IT'S A WIMPY WONDERLAND! NEWEST BOOK IN JEFF KINNEY'S NO.1. BESTSELLING DIARY OF A WIMPY KID SERIES TO BE PUBLISHED IN NOVEMBER 2011

Get ready for an avalanche of Wimpy Kid excitement this Autumn! Puffin Books, is delighted to announce the publication date of *the* most hotly anticipated children's book of the year: The sixth book in Jeff Kinney's bestselling *Diary of a Wimpy Kid* series will be on sale nationwide in November 2011.

With a winter theme just in time for the holidays, Book Six will bring a blizzard of new attention to the Wimpy Kid series. The new book will be supported by one of Puffin's biggest marketing and PR campaigns, including an embargoed release in true Wimpy Kid-style making an event for fans who will flock to shops for this latest long-awaited instalment.

"I'm very excited to be writing the sixth Diary of a Wimpy Kid book, which features the Heffley family being snowed in," said Jeff Kinney. "Having just experienced an epic winter in New England, I've had plenty of inspiration to draw from."

'A new Wimpy Kid book from Jeff is just the biggest and best news in children's books this year. For Puffin and for Penguin, for all our customers, and all the hundreds of thousands of Wimpy Kid fans it's cause for brilliant and huge excitement. Zoo-Wee Mama! We'll be launching the new book in style,' said Francesca Dow (MD for Penguin Children's Books).

The new book will follow the incredible national exposure generated by the second film, *Diary of a Wimpy Kid: Rodrick Rules* to be released in UK cinemas on 27 May, 2011 (the film opened at No.1 at the box office in the US in March). Watch the film trailer here: www.diaryofawimpykid2movie.co.uk

Wimpy Kid mania will also be sweeping playgrounds nationwide following the new film and in the build up to the summer holidays with our WIMPY KID WEDNESDAY celebration on 6 July - when Puffin will be giving schools, libraries and bookshops the opportunity to celebrate all things Wimpy Kid. Resources, activities and

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ideas can be downloaded from www.wimpykidclub.co.uk from the end of May and bookshops will be able to order a range of specially-designed point-of-sale.

In addition, an expanded and revised *Wimpy Kid Do-It-Yourself Book* will publish on 9th June, which together with the above, and the debut of the *Wimpy Wonderland Island* on the popular virtual world www.poptropica.com will ensure Wimpy Kid fans continue to be entertained all year long.

Further promotions leading up to the release will soon be announced, along with the exact global publication date, cover, colour, and title of the book.

In terms of storyline all we can say is that Book Six will further explore the Heffley family dynamic and their resolve will be tested as they confront their greatest challenge... each other!

Notes to Editors:

The fifth book in the series, *Diary of a Wimpy Kid: The Ugly Truth* came 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 9 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.

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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.

The first film based on the books, *Diary of a Wimpy Kid*, grossed more than \$75 million worldwide in box office sales, and the second movie, *Diary of a Wimpy Kid: Rodrick Rules*, was the #1 movie at the box office in its first week in US movie theatres.

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

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