

THE ENGLISH ROSES

The first of five books by Madonna
for children of all ages...(even grown-up ones).

Publication date: Monday 15th September 2003 Price: £12.99

Strictly embargoed until publication

Puffin Books, in association with Callaway Editions in the US, is pleased to announce the simultaneous worldwide release of **Madonna's** first children's book, **THE ENGLISH ROSES**, a story of rivalry and friendship among school girls in contemporary London. The sumptuous 48-page hardback features whimsical, colourful illustrations by renowned fashion artist, Jeffrey Fulvimari.

By virtue of its global release, *The English Roses* already secures its place in publishing history. It is being released on Monday 15th September with a strict on-sale time of 8 a.m. GMT in 30 languages and in more than 100 countries.

The English Roses tells the story of four little girls—Nicole, Amy, Charlotte and Grace—who are eleven years old and the very best of friends. “*They are practically glued to each other at the hip,*” writes Madonna in her book, and they are all “*a little bit jealous of another girl in the neighborhood*”—a beautiful girl named Binah whose seemingly perfect life makes them “*green with envy.*” However, when a feisty, pumpernickel-loving fairy godmother takes them on a magical journey, they learn to their great surprise that Binah's life is not nearly as enviable as it has seemed. *The English Roses* is an inspiring story about the importance of compassion and the rewards of friendship.

Madonna drew on her own experiences when writing this book. “*As a child, I experienced jealousy and envy toward other girls for any number of reasons: I was jealous they had mothers, jealous they were prettier and richer,*” she says. “*It isn't until you grow up that you realise what a waste of time those feelings are.*”

Francesca Dow, Managing Director of Puffin comments:

“*We are proud to be publishing Madonna's books for children and delighted that they will join Puffin's treasure trove of great children's books alongside some of the very best children's authors and illustrators including Roald Dahl, Raymond Briggs, Anne Fine and Eoin Colfer. The English Roses has been a pleasure to work on. It looks absolutely stunning, it's wonderfully written with fantastic illustrations.*”

US Publisher Nicholas Callaway says, “*It has been a great partnership working with Madonna on this project. She is a creative engine with an unerring eye and an absolutely clear idea of the finished work. I see how she has achieved her incomparable success: she has earned it—every day.*”

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The English Roses is the first of five children's books by Madonna. The subsequent four books are set in different times and places. Each features a new cast of characters brought to life by different celebrated illustrators. Each book is completely different from the other, but all convey an important and inspiring message for children of all ages—even grown-up ones.

THE ENGLISH ROSES by Madonna is to be published by Puffin on 15th September 2003, price £12.99, 48-pages, hardback.

THE SECOND BOOK, *MR. PEABODY'S APPLES*, WILL BE RELEASED WORLDWIDE ON NOVEMBER 10, 2003.

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Notes to editors:

1. Madonna's recording career has spanned more than two decades and is recognized as one of the most successful and influential of modern times. Over the last twenty years, she has sold close to two hundred million albums worldwide, has had over twenty five Top Ten singles and received three Grammy awards.
Madonna's most recent album *American Life* was released in April 2003 and went immediately to the top of the charts.
2. The highest production standards mark the creation of *The English Roses*, which features unusual collectible elements such as premium paper, state of the art digital prepress and printing, and a matte laminated jacket with a special "lip gloss" effect.
3. Puffin is the UK's leading publisher of children's books and one of its best loved brands. The publishing programme spans illustrated books for the very young through to teenage fiction, poetry and non-fiction. Puffin publishes an award-winning range of best-selling authors, including Janet and Allan Ahlberg, Eric Carle, Eoin Colfer, Roald Dahl, Anne Fine, Dick King-Smith and Melvin Burgess. Puffin is part of Penguin Group (UK).

Penguin Group is part of Pearson plc, the international media company.

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4. Callaway Editions, headquartered in New York, is the originating publisher and has licensed book rights through The Wylie Agency to 32 distinguished houses, including Gallimard Jeunesse in France, Penguin Books for Young Readers in the UK, and Hanser Verlag in Germany [a complete list is attached]. Callaway Editions, founded in 1980 by Nicholas Callaway, is best known for its hugely successful Miss Spider book series. The firm specializes in family entertainment across all media—book publishing, 3-D computer animation for film and television, and product design.
5. Jacket image, illustrations from the book and a photo and illustration of Madonna are available at the online press office at www.penguin.co.uk or by email to katherine.hancock@penguin.co.uk

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AUTHOR'S STATEMENT

Most people think that I've made a career out of doing the unexpected, and to a certain extent, they're right. While I've envisioned myself doing many things in this life, writing children's books was never one of them. So how did it happen?

The idea first came about through my Kabbalah teacher, who suggested that I share the spiritual wisdom I've learned studying the Kabbalah by writing children's stories.

And then there's my own children. Raising kids makes most people, including myself, grow up at least a little. It also makes us more responsible and more thoughtful about our own actions and their consequences for those around us.

Reading to my kids at night seemed like the ideal time to teach them a thing or two about life, love and the pursuit of happiness.

The world's seal of approval could never mean as much to me as my daughter's. If she fidgeted, fell asleep or reached for another book while I read my "works in progress" to her, I knew I was not finished with my work.

The English Roses is the first of five stories I have written. It deals with envy and jealousy—and how these emotions cause so much unnecessary suffering in our lives. I only wish I had read about some of these subjects when I was a little kid.

I hope these children's books inspire kids of all ages—even grown-up ones.

—MADONNA

MADONNA'S BIOGRAPHY

Madonna Louise Veronica Ciccone Ritchie was born in Bay City, Michigan, and is one of eight children in a large Italian family. She demonstrated an early love for music—particularly that of nearby Motown—and dance, winning a scholarship to the University of Michigan.

She arrived in New York City shortly thereafter to pursue a career in dance, eventually working with Martha Graham and the Alvin Ailey Dance Troop.

With her passion for music, Madonna joined several groups, including The Breakfast Club. She was signed to Sire Records in 1982 and began a recording career that has spanned more than two decades and is recognized as one of the most successful and influential of modern times.

Over the last 20 years, Madonna has sold close to two hundred million albums worldwide with a run of over 25 Top Ten singles, including “Material Girl,” “Like A Prayer,” “Express Yourself,” “Vogue,” “Ray of Light,” and “Music,” and has received three Grammy Awards.

Her most recent album “American Life” was released in April 2003.

Madonna’s film career includes the hits *Desperately Seeking Susan*, *Dick Tracy*, *A League of Their Own*, and the acclaimed documentary *Truth or Dare*. Her starring role in the film of Andrew Lloyd Webber and Tim Rice’s musical *Evita* won her a Golden Globe Award.

Madonna has also appeared in the highly regarded Broadway production of David Mamet’s *Speed-the-Plow*, and made her West End stage debut in spring 2002 in a sold-out run of the play *Up For Grabs*.

She has written five books for children. The first, *The English Roses*, will be released in 30 languages in more than 100 countries worldwide on September 15, 2003.

She is married to screenwriter/director Guy Ritchie and has two children, Lola and Rocco. They divide their time between the United States and England.

Q & A with Jeffrey Fulvimari

Tell us a bit about your style and how you developed it.

If you look at my sketchbooks from when I was 16, the subject matter of my work is still very much the same. My current style popped up after years of doing other things. It is indebted to both Ben Shahn and Andy Warhol. But really, it was David LaChapelle, who was my best friend when I first moved to New York, who pushed me to do what I am doing now.

Your art has had an enormous influence on the worlds of fashion, design, and style. How did this happen?

When I started drawing, it was all photos, photos, photos and I saw an empty space to fill. I picked illustration for the very fact that it was dead, and because it was a despised and ridiculed medium in the “serious” art world.

Which artists have influenced you the most?

The first artists that had an impression on me were Peter Max and Charles Schulz. Warhol, of course was a major influence. What I love about Andy Warhol is that he included everyone, instead of excluding or talking down to them. Walt Disney is someone I have always admired, mostly for the warmth of the productions he had a hand in. The designer Anna Sui, who was one of the first people to hire me, is also hugely influential to me and my work. She is really one of the only established designers who seeks out young talent and nurtures them.

You have an uncanny ability to create art that is appealing to girls and women. Why is this so?

I have a lot of women in my family, so, by osmosis, I grew up with a master's degree in what appeals to women.

What is your working method?

I start out with a really rough drawing. Then I redraw portions and scan them into the computer so I can manipulate them there. Eventually, I have what looks like a spontaneous line drawing. People see it as oppressive, but I love having a computer.

This is your first children's book. Tell us about the challenges of creating a children's book versus other kinds of illustration.

With *The English Roses* I could be really expressive and light-hearted, using themes that aren't always met with such glee in work targeted toward adults. I really got to know the girls in the book. Illustration is like acting—you inhabit the characters you draw, you dress them and you figure out how they would react to certain things. *The English Roses* were the first characters I had fleshed out. They almost felt like my own kids and I began to feel protective of them.

Describe the creative process of making this book with Madonna and Callaway.

With Madonna and Nicholas Callaway, we worked mostly via the Internet. Madonna knew exactly what she wanted, which didn't surprise me in the least. She was very specific, and therefore a great art director. Nicholas Callaway, an expert on children's books, was a constant source of support, goodwill and ideas. We started, as all illustration jobs do, with rough sketches, and the four Roses just came right out of my pen. It was all done in secret, so it was really something else to be doing this, sometimes under the noses of friends that I was staying with in the city.

You have a wonderful sense of color. Where did that come from?

My color choices are almost always random. I love randomness. Much of my education was under professors who had studied under the original Bauhaus school, so color theory was a big thing.

Are you pleased with the finished book?

Of course I am. Working on it reminded me of the fun of drawing, which was another reason I got into this business in the first place.

Do you think the book will appeal to boys?

I think things are too categorized today. This book tells a valuable story that can translate to many different situations and points of view.

What do you hope children will gain from this book?

I hope it gives them something to talk about, and I hope it brings them closer to their teachers and parents. I hope they like the drawings and feel like I rendered a world that appeals to their sense of well-being.

Even though you are renowned in the world of fashion, you're still something of a well-kept secret. Why?

I have always been sort of an outsider. I do my work mostly alone, I live in the woods, and I send everything out via e-mail, mostly from Japan. Japan is THE place to be if you are an illustrator. I have been working there for a long time and it is difficult to keep up with all the work there and still maintain a high profile in NY, where jobs are fewer and far between, even for those at the top. I also think Americans are sort of numb when it comes to drawing.

What are your upcoming projects?

Well, I have had a design label in Japan for the past 4 years, and spend most of the time doing that now. That brand is finally coming to America in the Spring of 2004.

What advice would you give to children who would like to grow up to be a famous artist like you?

Don't wait to get hired, start drawing as if you are already working. Go straight to the top. Submit yourself to the harshest possible criticism and rejection. Get used to it because it never ever goes away, so as soon as you become immune the better.

How do you view your success?

What has been very clear to me for years is that in the day-in-day-out grind, drawing is just a lot of work like everything else. It is sometimes very, very fun, but most of the time it's a serious job with responsibilities and duties. Yes, it is a dream and most of the time I do feel lucky, but there are brutal trade-offs.

JEFFREY FULVIMARI'S BIOGRAPHY

Jeffrey Fulvimari was born in Akron, Ohio. He studied art at the Cleveland Institute of Art and the Cooper Union in New York City.

Jeffrey's illustrations have appeared in such venerable publications as *Vogue*, *Harper's Bazaar*, *British Elle*, *Glamour*, *Mademoiselle*, *Interview*, *Newsweek*, *Details*, *Detour*, *Travel + Leisure*, and *Visionaire*.

He has been commissioned to work on fashion projects, television commercials, and print advertising campaigns around the globe for Barney's New York, Kodak, The Museum of Modern Art/New York, Chanel, Stila Cosmetics, Limited/Express, Neiman-Marcus, The Gap, Estee Lauder, Helmut Lang, Anna Sui, Jill Stuart, Hush Puppies, Guerlain, LIFETIME Television and Kenneth Cole, among others.

Jeffrey has produced a collectible can for Pepsi in Japan, and collaborated with MTV, Nick at Night and VH-1 on animation projects. He has a successful licensing program in Japan, featuring apparel, accessories, bath ensembles, scarves, clocks and ceramics.

His cover for the CD boxed set, *Ella Fitzgerald – the Complete Songbooks*, won a Grammy Award in 1994 for Best CD Package. He also created artwork for Tori Amos's newest CD, *Scarlet Walk*.

THE ENGLISH ROSES

LANGUAGES:

Bulgarian
Catalan
Chinese
Croatian
Czech
Danish
Dutch
English
Estonian
Faroese
Finnish
French
German
Greek
Hebrew
Hungarian
Icelandic
Italian
Lithuanian
Norwegian
Polish
Portuguese
Romanian
Russian
Slovenian
Spanish
Swedish
Taiwanese
Thai
Turkish

CO-PUBLISHERS:

Albatros (Czech Republic)
Alma Littera (Lithuania)
Aschehoug (Norway)
Bókadeild Føroya LÆrarafelags (Faroe Islands)
Callaway (United States)
CITIC/Liaoning Education Press (China),
DestinoPlaneta Group (Spain/Latin America/Catalan)
Dom Quixote (Portugal)
Egmont Richters (Sweden)
EKSMO (Russia)
Feltrinelli (Italy)
Forum (Denmark)
Gallimard (France)
Grimm (Taiwan)
Hanser (Germany)
Iletisim (Turkey)

Kinneret (Israel)
MÁL og Menning (Iceland)
Magyar Konyvklub (Hungary)
Nanmeebooks (Thailand)
Penguin UK (United Kingdom)
Psichogios (Greece)
Rao (Romania)
Rocco (Brazil)
Scholastic Canada (French Canada)
Scholastic en Espanol (Spanish language in the U.S.)
ValeNovak (Slovenia)
Varrak(Estonia)
Vassallucci (Holland)
WSOY (Finland)
Zysk (Poland)

Q & A WITH NICHOLAS CALLAWAY, Chairman and CEO, Callaway Arts & Entertainment

Nicholas Callaway started his career over twenty years ago as founder of Callaway Editions, a firm now renowned worldwide for the exceptional quality and success of its illustrated books. Callaway Editions is a division of Callaway Arts & Entertainment, of which he is Chairman and CEO. The company specializes in family entertainment across all media—book publishing, animation for film and television, and product design.

1) What do you think people will like about this book?

This book is a contemporary classic, rooted in the best tradition of children’s literature. Like all classics, the characters will become your friends and you will want to go back and visit them over and over again. This is a book to savor and to treasure.

Madonna tells a story about jealousy and friendship among five little girls to address an important feeling that we all encounter at some point in our childhood and which we continue to confront at all stages of our lives. Even though it is an age-appropriate children’s story (ages six and up), this book will resonate with all readers. That is why the series is called “books for children of all ages—even grown-up ones.”

There is also a charm and whimsy to the book—the colorful illustrations are endearing and delightful, capturing the playful spirit of girls with their friends.

2) Why, as a publisher, do you specialize in children’s books?

I have had a lifelong passion for children’s books from the age of three, when my mother passed on to me a first edition of *Winnie the Pooh* that she had had as a child, and I have never stopped collecting them.

I’ve always felt that children’s books are very important, because books are often the first interaction that a child has with the world of storytelling and of art. The impressions made through children’s books last a lifetime. Almost everyone can instantly name the books they loved most as youngsters.

There’s a grand and glorious tradition in children’s bookmaking. For many generations they were thought of as family heirlooms. With Madonna’s books, we consider it a high responsibility to carry on this heritage by making them as beautifully as we know how with regard to illustration, design, and production values. Madonna and I looked deep into the history of illustrated children’s literature for inspiration.

If you look carefully at *The English Roses*, you will find Madonna’s own favorite books from her childhood.

3) What was it like to work with Madonna?

Madonna is all that I might hope for as a creative partner and author. She is a perfectionist, a hard worker and has an unerring eye as well as relentless attention to detail. She reminds me of a great teacher who pushes you beyond what you think you’re capable of. She’s very passionate and everything she does is wholehearted. With this project I know she was motivated by a spirit of generosity that came from a desire to give back to the next generation. After working with her many years, I know why she has achieved such astonishing success and continuing popularity—she earns it every day.

4) How is it that Madonna chose such a small publisher as you?

We offer Madonna, and all our authors, the best of two worlds. We have the creativity, flexibility and attention to detail of a small publishing house, but we operate on a global scale through partnerships with major media companies like Penguin, Scholastic, and Nickelodeon. We are a good creative partner, we know how to succeed in the marketplace and we have high ambitions.

5) Did Madonna really write these books?

Yes. Of course.

6) Why five books?

Madonna had a lot of stories to tell. At first, there was some consideration of assembling them in a single book, but we felt that one volume would not do them justice. The astonishing range and variety of her stories presented an opportunity to take the reader on a voyage around the world of storytelling, illustration, and design styles. It's also consistent with her prodigious talent for reinventing herself.

The result is that, with each book, we will continue to surprise and delight and overturn people's expectations. That's why we are keeping all details about them under wraps until publication date—including the choice of illustrators, the frequency of release, and the storylines. But each book will give a hint about what's coming next—if you look carefully.

7) Why did you choose to publish a children's book written by a celebrity?

I don't think that being a celebrity bestows entitlement to write children's books. In fact, this is one of the most deceptively difficult genres of storytelling to get right. It requires a clear, concise message, the talent to tell it well in both words and pictures, and the ability to inhabit the mind and heart of a child. Not to mention having to compete against television, video games and the Internet. And children have notoriously fickle and evanescent tastes.

As it turns out, Madonna is exceptionally qualified and gifted in this realm, perhaps in part because she has shown through songwriting and performance that she is one of the great storytellers of our age. She has amply demonstrated that she can create characters, emotions, and worlds that stay with all of us. She herself has said, "The great thing about children's books is that they take you places." And now Madonna is going to take children to some wonderful places—of the imagination and of the heart.

8) How is the book being launched internationally?

The English Roses will be released in 30 languages in over 100 countries on the same day—September 15th. This is the widest simultaneous release of any book in publishing history, with regard to number of territories. Some find it remarkable that it comes from such a small house. This is a feat made possible by the worldwide network of publishers that our agent, Andrew Wylie (President of The Wylie Agency, New York and London), has cultivated over the past two decades, combined with our twenty years of experience producing international co-editions.

9) Why did you and Madonna choose Jeffrey Fulvimari to illustrate *The English Roses*?

Jeffrey Fulvimari's art is the perfect counterpoint to the tone of the story: whimsical, stylish and with deep insight into the feminine psyche. The pictures may appear simple at first glance, but Jeffrey is a brilliant artist. He is a master draughtsman, whose sense of line evokes some of his mentors like Andy Warhol and Ben Shahn. He is able to convey complex emotion and character with subtle nuances of gesture and expression. His eye-catching colors are pure confection: they

spend endless hours discovering many hidden delights. Last but not least, he has a fabulous sense of style and fashion.

10) What do you say to parents who have a problem with buying a children's book by the author of the *Sex* book?

Just about everyone in the world over a certain age is familiar with Madonna's name and work. The sole exception is the core audience for whom these books are written—children ages six and up. There is a good possibility that this new generation will grow up exposed to Madonna first as a children's book author because they have no associations or past history.

11) How do you think these books will compare to *Harry Potter*?

Harry Potter books are epic novels, originally intended for young adult readers. Madonna's books are brief, highly illustrated storybooks that are appropriate for children as young as six. But like the *Harry Potter* series, Madonna's books will have great crossover appeal and transcend many geographic and demographic boundaries.

12) What is next for Callaway?

We'll be quite busy with Madonna's children's books for several years.

In addition, we are producing *Miss Spider's Sunny Patch Kids*, a 3-D computer-animated television series that will debut on Nick, Jr. in June 2004. The next offering of our Sunny Patch™ gardening product line will debut at Target in January 2004. And we're working on a fifty-volume book series that will be a new interpretation of a great classic.

Callaway Arts & Entertainment

Callaway Arts & Entertainment, founded by Nicholas Callaway in 1980, specializes in family entertainment across all media—book publishing, animation for film and television, and product design.

The Callaway & Kirk division is best known for its hugely successful Miss Spider series of books, written and illustrated by David Kirk. In January 2003, Callaway & Kirk launched Sunny Patch, a children's lifestyle brand of over 100 gardening, home decor and children's apparel items at 1100 Target stores nationwide.

In partnership with Nelvana Entertainment, Callaway Arts & Entertainment produced an hour-long, 3-D computer-animated prime time television special, *Miss Spider's Sunny Patch Kids*, which aired on Nickelodeon in March 2003. A daily television series based on the special will debut on Nick, Jr. in June 2004.

The book publishing division, Callaway Editions, is renowned for producing and publishing award-winning illustrated books. Callaway titles have included Georgia O'Keeffe's *One Hundred Flowers*, Irving Penn's *Passage*, and *A Nation Challenged: A Visual History of 9/11 and its Aftermath*. Callaway has had many national and international bestsellers, and three of its illustrated titles have achieved sales of more than a million copies.

Callaway books have received numerous prizes, including the American Book Award, the Carey-Thomas Award, the Association of American Museum Publications Award, the American Institute of Graphic Arts Fifty Best Books of the Year Award, the LMP Award, and France's Prix Nadar.

The English Roses, the first of five books by Madonna for children of all ages—even grown-up ones—will be published by Callaway in September 2003.