

Bristol Embraces The Big Weed



Aardman2004

The Day of the Triffids



Penguin has once again teamed up with the city of Bristol to support the Great Bristol Reading Adventure encouraging everyone in the city to simultaneously read John Wyndham's sci-fi classic, *The Day of the Triffids*.

Bristol is the only city in the UK to run an annual initiative of this kind where the people of the city are encouraged to share their experiences of reading the same book at the same time – last time round the project featured *Treasure Island*.

With the aid of Wallace and Gromit and a terrifying seven-foot killer plant walking the streets of the city, Bristol is buzzing with the excitement of reading.

Joanna Prior, Publicity and Marketing Director at Penguin said: "It's great to be a part of such a creative project that aims to bring a community together through a love of reading. John Wyndham's sci-fi thriller, *The Day of the Triffids* is a perfect choice, with themes accessible to people of all ages. And with all the organised events and discussions taking place throughout the city, it's a wonderful opportunity to go beyond the pages of the book and discover classic fiction."

In the run-up to World Book Day (4th March, 2004), Bristol is organising a multitude of Triffid-related events. As well as a science-fiction film weekend on 21-22nd February, libraries and schools up and down the city are taking part in art and writing workshops, competitions and book clubs, and there will also be a whole host of activities on World Book Day itself.

To find out more, visit <http://www.bristolreads.com>