

The Bear Goes Digital

Walker Books is embracing the digital publishing landscape with open arms. Before Christmas last year, we launched 20 eBooks into the market via Overdrive, and managed nearly the same amount of titles going into the Apple App Store via our US development partners, Scrollmotion. The whole Alex Rider series by Anthony Horowitz is now available to buy digitally, alongside titles like *Scream Street*, *Triskellion* and *The Magician's Elephant*.

2010 is a very exciting year for Walker's digital publishing list. We'll have the award-winning Chaos Walking Trilogy available in ePub format for the first time, alongside a stellar list of brand new YA, young fiction, and non-fiction titles. We'll also be bringing fresh impetus to some of our premium backlist titles, which will receive the digital makeover and start attracting new fans in an exciting range of formats.

This year will also be notable for Walker Books hitting the digital market in force with our celebrated picture books list. Initially rolling out on iPhone (more below), we'll be looking to expand the reach of our digital picture books across a wide range of readers, devices and delivery systems. We're also looking to add value to these titles by creating a distinct reading experience for relevant platforms, and truly unlock the potential of some of our most cherished books.

New technologies will play a major part, with the tremendously exciting iPad from Apple currently stirring up interest from all sides of the industry, but we'll also have a firm base in established installed bases like PCs, Laptops, and of course mobile via iTunes and GoSpoken. With our range of content and the constantly emergence of new technologies and marketplaces, the next few years promise to be a tremendous journey for Walker, our authors and illustrators, and our partners worldwide.



Picture Books on iPhone

Alongside our fiction list currently already on the App Store, Walker Books has teamed up with Scrollmotion to adapt a range of picture book titles for the Iceberg Kids' platform.

Led by *Guess How Much I Love You*, which has sold over 23 million copies worldwide, the first wave of titles hit the App Store in March, with plenty more planned throughout the year. The apps are beautiful pieces of digital publishing, allowing the strength of classic picture books to shine through whilst allowing for ease of use by even the youngest of iPhone/iPod Touch users.

We're also offering a significant feature in that these picture book apps will allow parents to record their own audio to play alongside the pictures and text. This means that parents who have to be away from their children can now read them Walker's great stories no matter where they are, which we think is a magical step in digital storytelling.



Mobile Books

Walker Books has signed a partnership with Mobcast to distribute eBooks to wireless devices including mobile phones as a way to get its content to new audiences. Mobcast Services, parent company of digital book service GoSpoken.com will distribute titles by authors including Anthony Horowitz on GoSpoken.com and across partners' app stores. The titles will be available to customers using mobiles devices made by Nokia, Sony Ericsson and Blackberry.

Paul Rhodes, Head of Digital at Walker, said: "At Walker, we are constantly evaluating new ways to take our first-class content to new audiences – GoSpoken's unparalleled reach in the mobile sector coupled with their understanding of the publishing landscape makes them perfect partners for our venture into this exciting and emerging market."

Gwen Delhumeau, Business Development Manager for Mobcast, said that the deal provided "another dimension" to the range. He added: "Books on mobile is a great way for parents to introduce reading and literacy to children on a device that is always at hand."



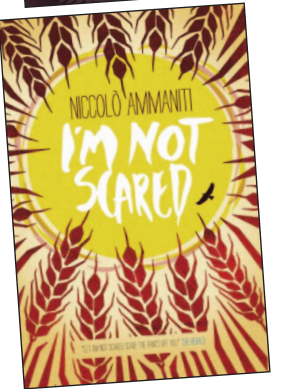
Walker Books UK and Canongate to join forces

Two of the UK's leading independent publishers are proud to announce a young adult co-publishing venture, creating editions of Canongate titles for a younger audience.

Walker Canongate launches in July 2010 with four titles: Yann Martel's *Life of Pi*, Niccolò Ammaniti's *I'm Not Scared*, Kelly Link's *Pretty Monsters* and Matt Haig's *The Radleys*. These are all books which have been, or will be, published on the Canongate adult list. The books will have different jacket designs, and be marketed and represented by the Walker sales team.

Jamie Byng, Managing Director of Canongate, said he had "long admired the Walker list", and that it was "thrilling" to launch a co-publishing venture with the team. "I am confident it will be a long and fruitful partnership."

Helen McAleer, Managing Director of Walker Books, added: "The Walker Canongate partnership is a hugely exciting opportunity that not only unites our two companies, but enables us to put a range of bestselling, award-winning books into the hands of the next generation of adult readers."



All aboard the Blue Comet

Award-winning author Rosemary Wells collaborates with the inimitable Bagram Ibatouline in an illustrated, time-travel, adventure novel set against the backdrop of the Wall Street Crash of 1929. After moving west with his father in search of work, Oscar is forced to move in with his humourless Aunt Carmen and teasing cousin Willa Sue. He is lonely and miserable, until he meets a mysterious drifter and witnesses a crime so stunning it catapults him on an incredible journey – from coast to coast, from one decade to another. Filled with suspense and peppered with witty encounters with Hollywood stars and other historical figures, this story resonates with warmth, humour, and the true magic of a classic adventure.

Coming Autumn 2010.



Rosie Black Chronicles

Walker Books Australia have signed up a gripping science-fiction trilogy by talented author Lara Morgan – The Rosie Black Chronicles. In the first of the trilogy, *The Genesis Project*, sixteen-year-old Rosie Black discovers a strange box, but quickly realizes that some powerful people will do anything to get their hands on its contents, plunging her into mortal danger. When she learns the shocking truth about scientific research company Helios's Genesis Project, she embarks on a perilous mission from Earth to Mars to save her family and others.

Bookaboo Rocks!

Hit children's TV show Bookaboo, currently airing on UK children's TV channel CITV, has enjoyed huge critical success since its launch last year. Walker will start the publishing programme to accompany the series this year, starring everyone's favourite rock puppy! The book launch will follow hot on the heels of a BAFTA win, and nominations for both the Prix Jeunesse and an RTS award. This puppy loves the limelight!



Exciting Acquisitions

Rising star Polly Dunbar, creator of Penguin and Tilly and Friends, has also started an exciting new project, *Arthur's Dreamboat*, a bold and magical story about a boy and his boat.

Plus Paul Fleischman and David Roberts are returning to the world of the Dunderheads, in a sequel which sees them once again pitted against their old enemy Mrs Breakbone.

On the fiction side, Walker has acquired *Midnight Zoo*, by Astrid Lindgren award-winning Sonya Hartnett. When a group of German soldiers besiege a Romany encampment during WWII, two young brothers escape and make an amazing discovery in an abandoned, bombed-out town.

Walker enters the world of WAGS!

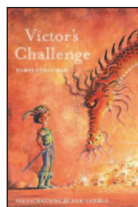
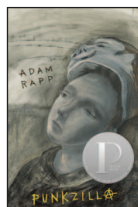
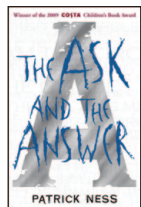
World cup mania may almost be upon us, but Walker is already celebrating a winning score having just made the signing of the season with *Pride and Premiership*, the debut teen novel from actress, singer and ex-WAG, Michelle Gayle. Stylish and sassy, this is a novel that has been through an innovative creation process, with Michelle working alongside the Reading Agency to run workshops for the target audience, ensuring that her readers will get everything they want from her book. Data from the workshops revealed that 71% of the girls who took part want more books in this style, with 55% of them claiming the characters in the book were just like them. Walker will be publishing *Pride and Premiership* in multiple formats in 2011, supported by a major marketing campaign with a strong digital focus.



Recent Awards Success

The Ask and the Answer, the second book in the heart-thumping Chaos Walking Trilogy by Patrick Ness, won the 2009 Costa Children's Book Award.

Punkzilla, by Adam Rapp, won a Michael L. Printz Honor award for excellence in young adult literature.



Exposure, the third Paul Faustino novel by Mal Peet, won the 2009 Guardian Children's Fiction Prize.

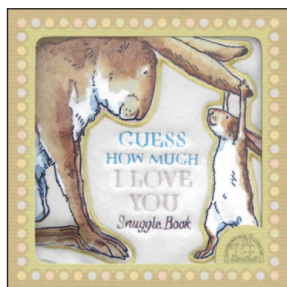
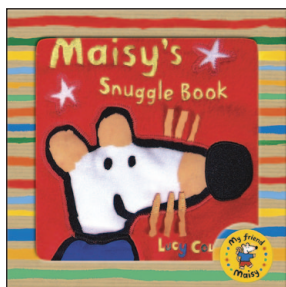
Pamela Freeman received the 2009 Aurealis Award for *Victor's Challenge* in the best children's (8–12 years) category.

Dreamworks animator joins Candlewick list

Dreamworks animator Jon Klassen, who has worked on *Coraline* and who recently worked on the BBC commercial for the Winter Olympics, is collaborating with former US Poet Laureate Ted Kooser, illustrating his book *House Held Up By Trees*, which is publishing in Spring 2012.

Snuggle up with Walker Books

For 30 years, Walker Books has been at the cutting edge of children's books, always seeking to create new formats and styles, from never before seen novelty elements to picture books with animated DVDs. And next year we add to our plethora of innovative books with two snuggle book editions – classic children's books on cushioned, padded pages that truly allow children to snuggle up with their favourite bedtime stories. Maisy and the Nutbrown Hares of *Guess How Much I Love You* will be introduced in this format in 2011.



Ground-breaking graphic novel faces up to anorexia

Walker Books is proud to announce the acquisition of graphic novel *Tyranny* by Canadian children's author and illustrator, Lesley Fairfield. Having struggled with anorexia for over 30 years, Fairfield has a deep insight into the subject of her astonishing graphic novel that will appeal to teenagers and adults alike.

Facing the many pressures of young girls today, including the media, personal relationships, friends and fashion trends, her protagonist Anna's self-image spirals out of control. Encouraging her further into the depths of misery is *Tyranny*, her personal demon. Anna's brutally honest account of her battle with, and ultimate triumph, over anorexia is sure to connect with many readers.

Tyranny was first published by Tundra Books to high acclaim in October 2009 with Kirkus Reviews praising Fairfield's spare illustrations for elevating "the elusiveness of her protagonist's demon. ...boldly honest about the disease and its consequences".

Walker plans to publish in Spring 2011. World rights in all languages excluding North America are available.

Be part of our global success

World Rights Available How Do You Feel?

By Anthony Browne

Children's Laureate Anthony Browne, winner of the Hans Christian Andersen award, twice winner of the Kate Greenaway Medal and three times winner of the Kurt Maschler Award, has created a deceptively simple Willy book about the power of different emotions. Sometimes Willy feels lonely, sometimes confident, sometimes sad, but whatever his mood, Anthony Browne's powerful illustrations convey his feelings completely.

the
**Children's
Laureate**
2009-2011



Aladdin

By Niroot Puttapipat

The classic story of Aladdin and his magic lamp is retold in six exquisite three-dimensional scenes. Using delicate silhouette, and following in the same format

as Jane Ray's *Snow White*, this is a beautiful edition to treasure.

A House in the Woods

By Inga Moore

Pertwee and Potwell are two little pigs who return home one day and find that two very large friends have moved in. But when their home collapses, they set about building a much bigger house in the woods where they can all live together. A gentle and beautifully illustrated story of friendship and community by Inga Moore.



Puffin Peter

By Petr Horáček

Puffins Peter and Paul are the best of friends. They both love fishing and diving around their rocky island home, until, one day, a terrible storm blows up and Peter finds himself swept out to sea. How can Peter find his friend again and return home? An original and stylish picture book from Petr Horáček.



A Place to Call Home

By Alexis Deacon and Viviane Schwarz

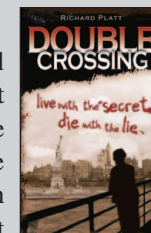
Alexis Deacon collaborates with Viviane Schwarz on an extraordinary fable that follows a band of small furry brothers who head out from their warm, dark nest into the junkyard to find a new home. On their way they must face dangers of every kind, not least of which are their own fears.



Double Crossing

By Richard Platt

This is a cracking historical adventure, written in a diary format with added novelty elements. The story is presented as a facsimile of the journal belonging to a young British boy called David, a poor immigrant determined to make his fortune in New York. David finds a way to become more wealthy and influential than he could ever have dreamed of, but it comes at a price, and he has to take a dark secret to the grave.



Give Me a Chance

By Gail Renard

A true account of one girl's experience during the John Lennon and Yoko Ono Bed-in for Peace against the Vietnam War. John allowed Gail to join their bed-in, on her mother's proviso that there was to be no sex or drugs while she was around. She looked after Yoko's five-year-old daughter, joined in the first recording of "Give Peace a Chance", and it was John's faith in Gail which directly led to her later success as a writer. Complete with photo memorabilia, this is a must-have for every Beatles fan – young or old!

Long Reach

By Peter Cocks

Peter Cocks, one half of the author duo behind the thrilling paranormal Triskellion series, explores the criminal underworld in *Long Reach*. After the death of his brother, an undercover policeman, 17-year-old Eddie is asked by the police to continue his brother's work by infiltrating a tough south London gang. But when he starts to fall for the daughter of the gangster, he begins to wonder where his loyalties lie. And then he makes a terrible discovery. A tense and thrilling crime novel for young adults.

