



## 10th Anniversary of *The Lonely Tree* to be marked with five new formats.

In preparation of the upcoming 10th anniversary of their universally praised, life affirming classic *The Lonely Tree*, independent children's publisher HallidayBooks are to release five new formats in the next twelve months. The first phase in May 2014 begins with a brand new colouring book featuring hand drawn pencil sketches in place of the original colour illustrations. Launched alongside this will be a facsimile of the original limited edition Hardback. In addition to these retail editions, and as part of a new licensing deal with *GreenAcres Woodland Parks*, branded editions of these two formats will also be released to schools through teachers packs and within their parks.

The first phase continues in September 2014 with publication of *The Lonely Tree Board Book*. This charming half-sized A5 edition aimed at the preschool market, joins the new hardback and colouring books, and with the bestselling paperback, will see the retail print range mature to four formats.

The second phase will begin with the release of the long awaited audio book, narrated by the author Nicholas Halliday and his daughter Lily. Launched simultaneously on iTunes and CD this is the bridge between the print editions and the digital output. Finally in Spring 2015 *The Lonely Tree* Interactive Story App is released for iPad and iPhone.

In 2015 the *GreenAcres* licensing agreement will also see the development of *The Lonely Tree* plush toy range consisting of two 8" figures and a set of three finger puppets.

### PUBLISHING SCHEDULE

#### 20th May 2014

1. *The Lonely Tree* - Hardback • ISBN 9780953945962 • RRP £11.99
2. *The Lonely Tree Colouring Book* • ISBN 9780956095350 • RRP £5.99

#### September 2014

3. *The Lonely Tree* - Board Book • ISBN 9780956095312 • RRP £6.99

#### November 2014

4. *The Lonely Tree Audio Book* • ISBN 9780956095374 • RRP £7.99 CD and £3.99 MP3

#### Spring 2015

5. *The Lonely Tree Interactive App* • RRP £3.99

### CURRENT EDITIONS

*The Lonely Tree* - Paperback • ISBN: 9780956095329 • RRP £7.99

For all media enquiries please contact Sandra Smith at HallidayBooks

t: +44(0)1296-426671

m: +44(0)7867-870133

e: sales@hallidaybooks.com

www.hallidaybooks.com

HallidayBooks, 32 Rowsham Road, Bierton, Aylesbury, Buckinghamshire, HP22 5DZ

Responsible reading with  
HALLIDAYBOOKS

