

**PRESS RELEASE** • FOR IMMEDIATE RELEASE • 1<sup>ST</sup> JULY 2011

## HallidayBooks launches the Woburn Abbey edition of their stunning children's book *The Lonely Tree*, introduced by the Duchess of Bedford.

**Event Date:** Sat 16th July 2011 • 12 noon **Additional signing dates:** Wed 10th Aug and Sat 27th Aug 2011

**Location:** Woburn Abbey Gardens, Woburn, Bedfordshire MK17 9QN

**Photo opportunities:** Woburn Abbey and Gardens • Author and Illustrator Nicholas Halliday

### CONTACTS

**HallidayBooks:** Nicholas Halliday, MD HallidayBooks.  
For book details, print-ready images and interviews with the author and illustrator T: 07867-870133 (24hr contact) info@hallidaybooks.com www.hallidaybooks.com  
HallidayBooks, 32 Rowsham Road, Bierton, Aylesbury, Buckinghamshire, HP22 5DZ

**Woburn:** Adele Clegg, Head of Learning & Education.  
For information and press access to Woburn Abbey gardens on the day of the launch.  
T: 01525-290407 adele.clegg@woburn.co.uk  
Woburn Abbey, Woburn, Bedfordshire MK17 9QN

### DETAILS

As part of the 5<sup>th</sup> Anniversary celebrations for Nicholas Halliday's modern classic children's book *The Lonely Tree*, HallidayBooks and Woburn have collaborated to produce a beautiful bespoke edition for the Abbey and Safari Park. With a forward by Louise, Duchess of Bedford, this special edition of *The Lonely Tree* links the original story of an old oak and an evergreen in the New Forest to identical trees growing side-by-side in the grounds of the Abbey. 'This book could almost have been written for us,' said Drew Mullen, Woburn retail manager. Woburn will be using *The Lonely Tree at Woburn* as part of their commitments to education and learning.

### QUOTES & CELEBRITY ENDORSEMENTS

'I hope you enjoy reading it with your children as much as I did with mine.' **Louise, Duchess of Bedford**

'*The Lonely Tree* is utterly, completely and splendidly charming. Originally illustrated and delightfully told.'  
**Stephen Fry**

'Compelling! This book has something very special about it.'  
**The Observer**

'*The Lonely Tree* is enchanting! The trees are the heroes: the illustrations are full of secrets: the message is love.'  
**Joanna Lumley**

'Really lovely ... really beautiful ... really wonderful!'  
**ITV News**

'Richly illustrated and sympathetically explored for younger readers and, of course, that last acorn is the seed for a happy ending.'  
**Times Education Supplement**

'A delightful story and so relevant.'  
**Virginia McKenna**

### USPs and TIE-INS

- Celebrating the fifth year anniversary of HallidayBooks' bestselling title *The Lonely Tree* with a new Woburn edition.
- Wonderful foreword by Louise, Duchess of Bedford
- Author and illustrator Nicholas Halliday will be signing books at the launch, plus additional dates during the summer.
- This book marks the second of two special editions of *The Lonely Tree* in the UK
- *The Lonely Tree* is the only children's book to feature trees as the main characters
- The new Woburn Abbey edition ties the story of *The Lonely Tree* to the old oak and evergreen growing in the grounds of the Abbey
  - Dedicated website at [www.thelonelytree.co.uk](http://www.thelonelytree.co.uk)
- *The Lonely Tree* was originally launched at Kew Gardens
  - Strong eco credentials and links
- Universally praised for its simplicity and power
  - Stunning illustrations
  - Huge Celebrity endorsements
- Plush toy and finger puppet range in development
  - Launch of *The Lonely Tree* audio book Christmas 2011
- *The Lonely Tree* will be used as part of Woburn's commitment to education and learning through Key Stage 1 and 2 literacy, science and history workshops. See the Woburn education website for more details. <http://bit.ly/mkidSN>

### ADDITIONAL FEATURES IN THIS EDITION:

- Timeline linking the age of the old oak to the age of the Abbey
- Cross section through an oak tree
- Lifecycle of an oak tree
- Life cycle of an oak leaf
- Toys through the ages of Woburn Abbey

### THE LONELY TREE AT WOBURN

This beautiful and moving story follows the first year in the life of a lone evergreen tree growing at the heart of Woburn. The evergreen is befriended by the oldest oak who has lived for hundreds of years. When winter arrives all the oak trees must go to sleep, but of course evergreens never sleep. Finally, after a long, cold and lonely winter, spring brings both sadness and joy to the little tree. Join the old oak, the barn owl, the ponies and the squirrels in this enchanting, universally praised, life affirming classic.

*The Lonely Tree at Woburn* RRP: £7.99 • ISBN: 978-0-9560953-2-9

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