

06 October 2016



## Pavilion Children's acquires first new series by Mr Men writer and illustrator, Adam Hargreaves

The strengthening and expansion of Pavilion's boutique children's list continues with a major new acquisition from a hugely successful author and illustrator.

Neil Dunicliffe has acquired world rights, all languages, in a deal brokered with David Riley Consulting Limited for the very first children's series by Adam

Hargreaves outside the world of the Mr Men and Little Misses. Adam is the son of the late Mr Men creator Roger Hargreaves and took on the role of author and illustrator of the bestselling series, which has sold over 200 million copies around the world, in 1988 after Roger died suddenly.

The first in a contracted series of three titles introduces a loveable new character – Molly Mischief. The first book, *Molly Mischief Wants a Pet*, is scheduled for release in August 2017. In the story a visit to the Wildlife Park gets Molly thinking about just what sort of pet she would really like to have. A hippopotamus proves to be too muddy an addition to the family... So begins Molly's quest to find the perfect pet, with plenty of mischief along the way.

The second book in the *Molly Mischief* series will follow in Spring 2018.

Publisher of Pavilion Children's Books **Neil Dunicliffe** said: "I am delighted to welcome Adam Hargreaves and Molly Mischief to the Pavilion Children's Books list. To be the publisher of Adam's first children's book since the phenomenally successful Mr Men series is a real privilege. Molly is a sparky, fun character with lots of stories to tell, and I'm sure that she will become a modern mischievous classic."

**Adam Hargreaves** commented: "It is a pleasure to be working with Pavilion on Molly Mischief and it is exciting to have the chance to publish a series of my own. I strongly believe that there's an opportunity for an adventurous and strong girl character. Molly is just this, but the stories are also packed with silliness, humour and fanciful events that will amuse and entertain. I hope that children and their parents will love these collectible stories."

*Molly Mischief Wants a Pet* by Adam Hargreaves will be published in paperback by Pavilion Children's in August 2017, ISBN 9781843653424, RRP £6.99.

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For further enquiries please contact Colette Whitehouse at Pavilion Books: [cwhitehouse@pavilionbooks.com](mailto:cwhitehouse@pavilionbooks.com)

### Notes to Editors:

#### About Adam Hargreaves

Adam Hargreaves was born in 1963. At the age of 7, the young Adam asked his father what a tickle looked like. The resulting title, *Mr Tickle* became the first title in the incredible Mr Men series. On his father's death

in 1988, Adam took over the management of The Hargreaves Organisation, and ran the business until 2004, when he sold THO to Chorion.

Adam's creative involvement with the Mr Men has remained constant for decades, creating numerous new titles and new characters for the UK, USA and France, including ***Little Miss Princess***, ***Mr Birthday*** and ***Little Miss Hug***. Over the decades the Mr Men and Little Miss books have sold somewhere in the region of 200 million books.

When he's not creating Mr Men or promoting the series, he paints landscapes of Sussex and develops new children's publishing concepts.

### **About David Riley Consulting Ltd**

David Riley is an independent publishing consultant and agent, specialising in licensed characters. For further information and licensing enquiries please visit [davidrileyconsulting.co.uk](http://davidrileyconsulting.co.uk), email [info@davidrileyconsulting.co.uk](mailto:info@davidrileyconsulting.co.uk) or telephone 07775 828206

### **About Pavilion Books**

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