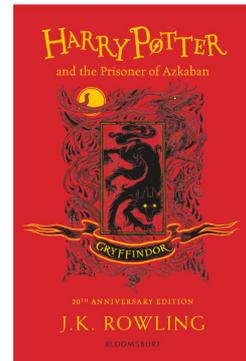
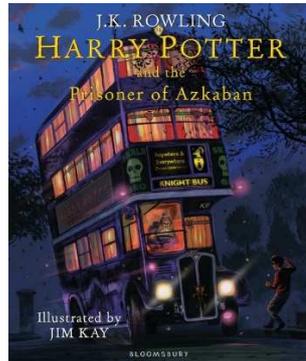
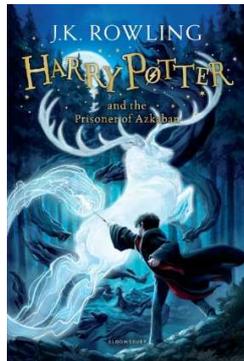
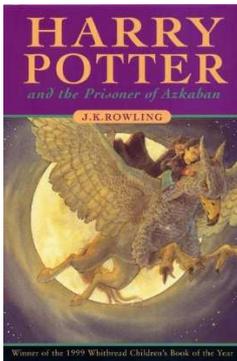


News release – Monday 10th June 2019 – 12:00pm

PATRONUS ART AUCTION FOR BOOKTRUST KICKS OFF CELEBRATIONS MARKING 20 YEARS OF *HARRY POTTER AND THE PRISONER OF AZKABAN*

‘The Patronus turned. It was cantering back towards Harry across the still surface of the water. It wasn’t a horse. It wasn’t a unicorn, either. It was a stag. It was shining brightly as the moon above ... it was coming back to him ...’ Harry Potter and the Prisoner of Azkaban



8th July 2019 marks 20 years since the first publication of J.K. Rowling’s *Harry Potter and the Prisoner of Azkaban* in the UK – the spellbinding third book in the phenomenally successful Harry Potter series that introduced readers to the notion of casting their Patronus – a protective spell that manifests as a silvery animal guardian.

Along with brand new House Editions featuring stunning artwork by Levi Pinfold, Bloomsbury will be celebrating this momentous occasion with a very exciting project.

Bloomsbury – the home of Harry Potter books in the UK– has joined forces with BookTrust, the UK’s largest reading charity, to mark 20 years of *Harry Potter and the Prisoner of Azkaban* with a thrilling event that celebrates the Patronus Charm in all of its magical forms.



A stellar line-up of over 20 top UK children’s book illustrators, Bloomsbury Harry Potter book artists (Jim Kay, Jonny Duddle, Levi Pinfold, Emily Gravett and Chris Riddell), and the amazing design minds behind MinaLima are creating ORIGINAL postcard-sized illustration of Patronus creatures.

Diana Gerald, BookTrust CEO commented, *“We are thrilled to be part of Harry Potter and the Prisoner of Azkaban’s 20th anniversary and we know that these exclusive, one-of-a-kind illustrations will be in high demand. It’s lovely to think that a novel which has inspired children around the globe, along with some of the world’s most talented illustrators will help BookTrust to support families and get books into the hands of children across the UK.”*



Illustrators taking part are:

Dapo Adeola	Sophy Henn	Miraphora Mina	Nadia Shireen
Steve Antony	Yasmeen Ismail	Eduardo Lima	Alex T Smith
Rob Biddulph	Jim Kay	Tom Percival	Rachel Suzanne
Jonny Duddle	Neal Layton	Liz Pichon	Joe Todd-Stanton
Jim Field	Steven Lenton	Levi Pinfold	Ken Wilson-Max
Emily Gravett	James Mayhew	Catherine Rayner	
Mini Grey	Sarah McIntyre	Chris Riddell	

Prospective purchasers will be able to bid for the pieces online at BookTrust’s eBay for Charity page which will be live at 6pm BST on Monday 8th July and the postcards will be displayed during that week at Waterstones Piccadilly. With a wealth of talent from the world of children’s

books these unique interpretations of the animal form of the Patronus are guaranteed to be a must-have for fans of all ages. Keep an eye out at www.booktrust.org.uk for more information.

Meanwhile Bloomsbury is working closely with *The Week Junior* magazine to challenge children in schools throughout the UK to create their own 'Patronus on a Postcard' and win some amazing Harry Potter prizes. The competition runs from 7th – 27th June. Judges include Harry Potter illustrator Levi Pinfold and *The Week Junior*'s editor-in-chief Anna Bassi.

For more information please contact Ian Lamb
ian.lamb@bloomsbury.com / 020 7631 5726

Notes to editors:

House Editions: Published in time for the 20th anniversary of the book on Monday 8th July, these beautiful House Editions will be a must-have addition to any fan's bookshelf. Illustrated by Levi Pinfold, the front covers of *Harry Potter and the Prisoner of Azkaban* will feature the black dog Animagus of Sirius Black as a central image with beautiful iconography and bespoke features woven into the design, drawing on themes and moments from this much-loved story.

BookTrust: BookTrust is dedicated to getting children reading because we know that children who read are happier, healthier, more empathetic and more creative. Their early language development is supported and they also do better at school. We are the UK's largest children's reading charity; each year we reach 3.4 million children across the UK with books, resources and support to help develop a love of reading, because we know that reading can transform lives. We work with a variety of partners to get children excited about books, rhymes and stories, because if reading is fun, children will want to do it. Our books are delivered via health, library, schools and early years practitioners, and are supported with guidance, advice and resources to encourage the reading habit. booktrust.org.uk

Other activity: The Week Jr competition will also form part of the upcoming 2019 celebrations for Independent Bookshop Week (June 15th - 22nd). Fifty participating independent bookshops around the UK will be encouraging visiting children to get creative in-store and enter their own 'Patronus on a Postcard' entries, too. Schools will be marking 20 years of *Harry Potter and the Prisoner of Azkaban* with a lesson plan based around the positive force of the Patronus.