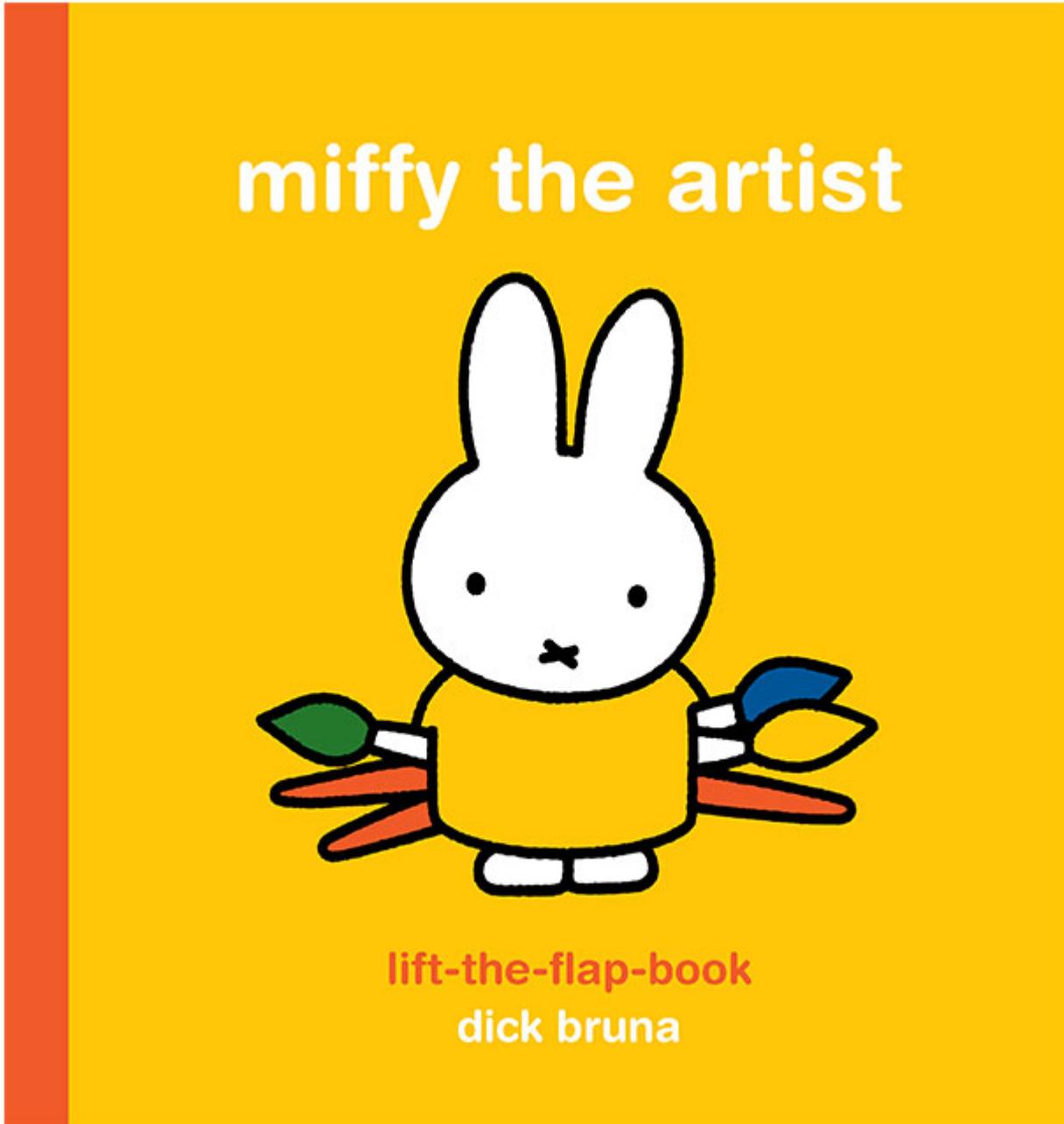


'miffy the artist'

Celebrate 61 years with a new Miffy book



Toddlers across the UK can now be introduced to Dick Bruna's classic bunny character Miffy with this colourful new, lift-the-flap book, *miffy the artist*, published this month.

In this charming story, Miffy takes inspiration from a visit to an art gallery and decides to become an artist herself. Looking at the colours and shapes of the world around her, she discovers what fun it can be to make pictures of the things she sees. By bedtime, her walls are full of all her wonderful artworks.

miffy the artist has large board pages with rounded corners which are perfect for little hands. Parents and toddlers can have fun guessing what surprises lie under each of the flaps, making the book great for shared reading, and practising fine motor skills. Dick Bruna's minimal illustrations and bright primary colours also help convey the story in a simple way to the youngest of readers.

Miffy is celebrating 61 years this month, and yet her popularity endures with today's children. *Miffy's Adventures: Big and Small* is a popular new TV show which airs every night at 7pm on kids' channel Tiny Pop.

'miffy the artist': £8.99, from Waterstones, TATE museum bookshops, plus all other good book shops.

ABOUT MIFFY 2016

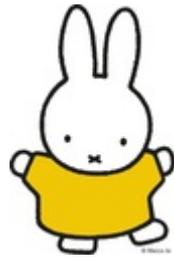
This is the UK Official Online Press Office for Miffy

Dutch artist, Dick Bruna created the classic children's character, Miffy, in 1955 whilst on a rainy seaside holiday in North Holland. A little bunny kept hopping around the garden of his holiday home - he sketched it by day and at night Dick Bruna made up stories about it to entertain his one year old son. That bunny later became Miffy.

More than 60 years later, there are 33 storybooks about Miffy, which have sold over 85 million copies and are translated in more than 50 languages. Now published in the UK by Simon and Schuster, 16 Miffy storybooks have been refreshed for a modern British audience by award winning poet, Tony Mitton and are available from all good bookshops.

There is Miffy merchandise sold across 5 continents, a new TV series and a movie. Celebrations for Miffy's anniversary will take place worldwide throughout 2015.

The publishing and international rights to Miffy are managed by Mercis bv in Amsterdam.



Miffy 2016newsroom