

Miffy's Makeover Complete

Dick Bruna's stories all updated as bunny turns 60



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As Miffy celebrates 60 years this summer, 18 of Dick Bruna's classic stories will have been updated for a modern British audience.

Miffy's makeover has taken two years to complete - the first time in nearly half a century the books have been changed.

UK publisher, Simon and Schuster tasked award winning British poet, Tony Mitton to refresh Bruna's rhyming verse to suit the ears of today's toddlers and pre-schoolers. The Dutch artist's iconic illustrations – familiar to millions of British people who grew up with the Miffy books – remain the same.

The new range also comprises colourful activity, sticker, wipe clean and lift the flap books (including a timely miffy and royal baby title).

Lara Hancroft, Editorial Director of Simon and Schuster's Children's Publishing comments "Our new Miffy range aims to attract a new generation of young fans, ensuring a bright future for the little white bunny."

Upcoming Miffy publishing:

To be released 8th June 2015

Hardbacks: miffy's birthday 60th anniversary edition

Activity books: Miffy on the Go Sticker Activity Book, Miffy's Word Book, Peek-a-boo Miffy

To be released 30th July 2015

Hardbacks: miffy at the seaside, miffy in the tent

Miffy titles already published:

Hardbacks: miffy, miffy at the gallery, miffy at the zoo, miffy's birthday, miffy's garden, miffy and the new baby, miffy at school, miffy goes flying, miffy's bicycle, miffy in the snow, miffy the fairy, miffy's dream, miffy is crying, miffy and melanie, miffy at the playground, queen miffy

Activity books: Miffy's Play Date: Paperback Sticker Storybook, Miffy's Day Sticker Activity Book, Miffy Dress-Up Colouring and Sticker Book, Miffy on Holiday: Paperback Sticker Storybook, Miffy's First day: Paperback Sticker Storybook, Miffy Draws: A Wipe Clean Book, Miffy Outdoors: Sticker Scene Book, Miffy: Christmas Activity Book, Miffy: Bedtime Sticker Storybook, Miffy and the Royal Baby, Miffy Look and See

RRPs:

Miffy classic hardbacks: £4.99

Activity books: £5.99

Available from Waterstones and all good bookshops.

ABOUT MIFFY'S 60TH ANNIVERSARY

This is the UK Official Online Press Office for Miffy's 60th Anniversary.

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.

60 years later, there are 32 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's 60th Anniversarypressroom

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