

Carry Miffy with You

Take Miffy on adventures with this cuteMiffy tote



Dick Bruna's classic children's character Miffy turns 60 this year and to celebrate Star Editions has released an iconic Miffy Face Tote Bag (RRP £8) available from www.miffyshop.com.

Proudly made in the UK, this 100% cotton bag features Miffy's iconic 'dot' eyes and 'cross' nose and mouth, with the straps of the bag strategically placed to form Miffy's ears.

Bearing the hallmarks of Dick Bruna's minimalist style, the tote bag is perfect for kids and adults alike.

Whether it's to give to your little one to carry their books to and from school, or it's for you to carry your gym kit, this effortlessly simple, design-conscious bag will 'totes' add a sophisticated cuteness to your outfit.

For more information or to download high-res images please visit Miffy's 60th Anniversary Online Press Office www.miffy60.pr.co

Press contact: Jessica Cook, Highlight PR: Jessica@highlightpr.co.uk, 01225444268

ABOUT MIFFY'S 60TH ANNIVERSARY

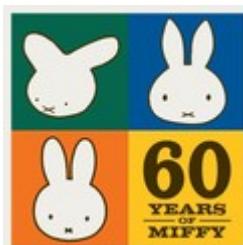
This is the UK Official Online Press Office for Miffy's 60th Anniversary.

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 Anniversary pressroom

