



“ I love you right up  
to the moon  
– and back.”

Global bestseller  
**GUESS HOW MUCH**  
**I LOVE YOU**  
celebrates its **20th anniversary** in 2015

For two decades **Guess How Much I Love You** has captured the deep and tender bond between parent and child. Sam McBratney's timeless, endearing story of Big and Little Nutbrown Hare, beautifully rendered in Anita Jeram's watercolours, still shares its universal message of love with readers around the globe. It has become one of the world's best-loved, most successful picture books of all time enjoyed by generations of readers.

The book was written by Sam McBratney after his editor at Walker Books suggested he try writing his first picture book, to be shared between a child and a loved one. The result was an enduring and simple story which has charmed generations of people of all ages, and come to signify a way of saying, ' I love you' for millions.

**Guess How Much I Love You** was first published by Walker Books in 1994 and has gone on to sell over 28 million books in 53 languages.

As part of the 20th anniversary, Walker Books UK is developing an exciting consumer publicity campaign throughout 2015 around key celebrations and special occasions: Valentine's Day, Mother's Day, Easter and Father's Day including live events, a dedicated website, social media promotions, and author appearances by Sam McBratney. As well as a full publishing programme that includes a special anniversary edition of the book and a slip-cased, heart-shaped mini book, both publishing in January 2015, there is also a range of new licensing that will launch during the anniversary year, including clothing, plush toys and beautiful jewellery featuring the best-loved characters.

**Guess How Much I Love You** has long been a nursery essential and a favourite gift for new babies and infants. But increasingly the book has also become popular with adults as a gift for weddings, Valentine's Day and special occasions. The simple and timeless story of Big and Little Nutbrown Hare has become a way of telling someone that you love them.

*“The best thing about books like Guess, books which are very popular, is this: I know that somewhere in the world a mum or dad will reach for a copy of something I've written, and read it to the most precious thing they have in the world. That thought really pleases me.”* Sam McBratney

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[guesshowmuchloveyou.com](http://guesshowmuchloveyou.com) [#guesshowmuchloveyou](https://twitter.com/guesshowmuchloveyou)

**For further information and interview opportunities please contact:**

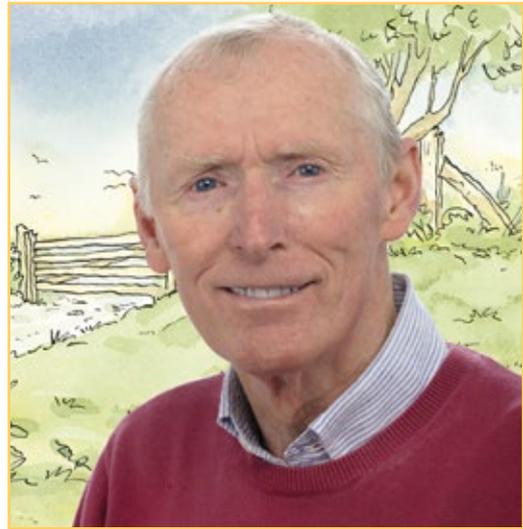
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## SAM MCBRATNEY

Author of more than one hundred books and scripts, Sam McBratney is known the world over for his multi-million selling family classic, ***Guess How Much I Love You***, first published in 1994. In his own words, Sam spent his post-war childhood “in short trousers and Fair Isle jumpers.” He studied for his 11-plus exam before going to grammar school, and then went on to study History and Political Science at Trinity College in Dublin. Sam became a teacher and taught at a further education college, a grammar school and a primary school. He took early retirement from the teaching profession to concentrate on his career as a writer. Sam is married with three grown-up children and a teenage tortoise, and lives in County Antrim, Northern Ireland.

In 2004, Sam reunited with ***Guess How Much I Love You*** illustrator Anita Jeram to produce the follow-up, ***You're All My Favourites***, and the two of them collaborated again in 2007 to produce a series of brand-new storybooks featuring the Nutbrown Hares: ***Guess How Much I Love You in the Spring***, followed by ***Summer, Autumn and Winter***. In 2012 four new nutbrown hare stories were brought together in ***Guess How Much I Love You Here, There and Everywhere***.

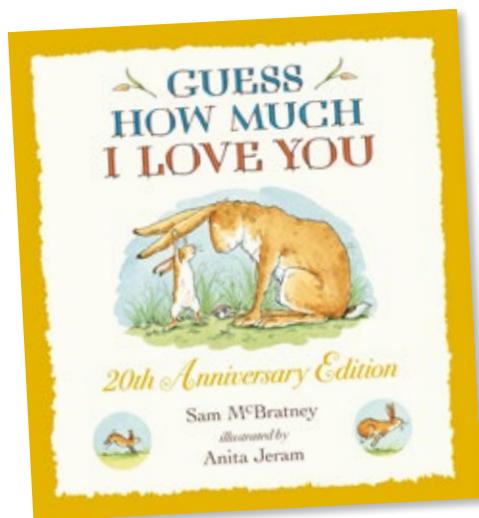


## ANITA JERAM

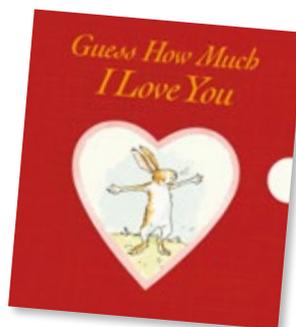
Anita Jeram was born and brought up in Portsmouth. Anita worked in a variety of jobs after leaving school (in a factory and a kennel) before doing a foundation course in visual studies at Manchester Polytechnic, followed by a degree course in illustration. Her first book, ***Bill's Belly Button***, was published a year after she graduated. Anita is best known for her illustrations for ***Guess How Much I Love You***.

In 2004, Anita reunited with ***Guess How Much I Love You*** author Sam McBratney to produce the follow-up, ***You're All My Favourites***, and the two of them have collaborated again to produce a series of storybooks featuring the nutbrown hares. Anita is married to a palaeontologist and has three children and a menagerie of animals, including cats, dogs, rabbits, toads, a lizard, a snake and a tortoise. She lives in Northern Ireland and hopes, eventually, to set up a wildlife sanctuary there.

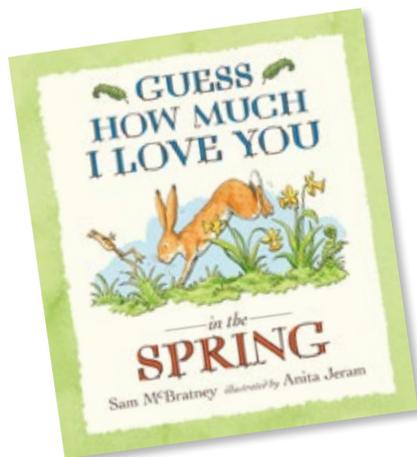
# GUESS HOW MUCH I LOVE YOU PUBLISHING



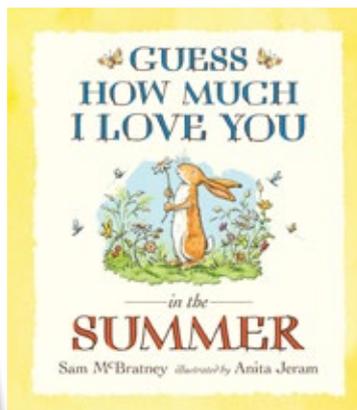
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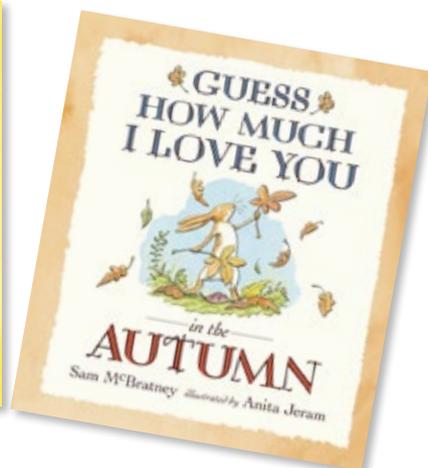
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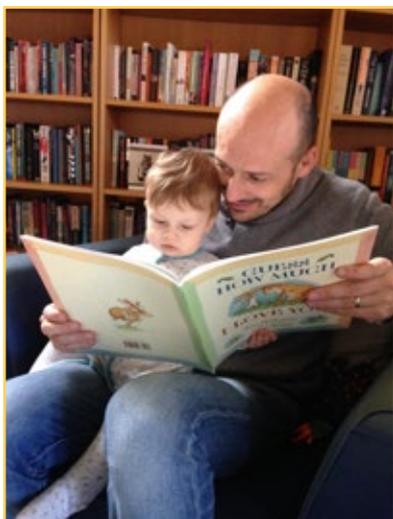
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**September 2015**



# GUESS HOW MUCH I LOVE YOU AROUND THE WORLD

- Over 28 million units sold worldwide
- Translated into 53 languages
- Licensing range including children's apparel, plush, luxury jewellery and much more.



## PRAISE FOR GUESS HOW MUCH I LOVE YOU

'This is a book which both parents and children adore and will be a book any adult will happily read over and over again at bedtime!' *The Guardian*

'The pictures, which are uncluttered, light, expressive and full of movement, match the poignancy of the text. They are delightful to children and the simple, poetic language lends itself to re-reading.' *The Times*

'Gorgeous watercolours illustrate this affectionate story. A perfect picture book' *The Good Book Guide*

'A super book!' *Home and Country*

'Charming and captivating' *The Observer*

'Delightfully illustrated' *The Spectator*



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