



FOR IMMEDIATE RELEASE

## PENGUIN RANDOM HOUSE ANNOUNCES: 1 MILLION BLUEY BOOKS SOLD IN AUSTRALIA



**June 18, 2020** — Penguin Random House announced today that one million copies of *Bluey* books have sold in Australia.

With phenomenal sales in just seven months since the publication of the first *Bluey* books, PRH announced today that *Bluey* book sales have reached one million copies across the series.

The first three *Bluey* titles, which launched in November 2019, were the second-, third- and fourth-highest selling Australian children's books in 2019.

Currently eight *Bluey* titles are in the Top 20 on Bookscan: *Bluey: The Beach*; *Bluey: Fruit Bat*; *Bluey: Time to Play! A Sticker Activity Book*; *Bluey: Bob Bilby*; *Bluey: The Creek*; *Bluey: Big Backyard*; *Bluey: All About Bluey* and *Bluey: All About Bingo*.

Charlie Aspinwall, Director Ludo Studio said, "It's so wonderful to see Australian readers young and old enjoying these beautiful *Bluey* books. Congratulations to everyone at Ludo Studio, BBC Studios and Penguin Random House on this amazing milestone!"

In May, *Bluey: The Beach* was awarded the **2020 ABIA Book of the Year**, the first time ever in the history of the ABIAs that a children's picture book has won this prestigious award. The book spent four weeks at #1, 19 weeks in the top 10 and 30 weeks in the Top 25 on Bookscan.

There is no stopping *Bluey*! The second half of 2020 will bring more *Bluey* fun with another six titles to be published before Christmas, including a special book for Father's Day, *Bluey: My Dad is Awesome* (August). Other titles include: *Bluey: Fun and Games, A Colouring Book* (August); *Bluey: Grannies* (September); *Bluey: Let's Play Outside! A Magnet Book* (October); *Bluey: Hooray, It's Christmas! A Sticker Activity Book* and *Bluey: Verandah Santa* (November).

*Bluey* has been a phenomenal success since debuting on ABC KIDS and iview in October 2018, amassing legions of dedicated fans and hugely popular ranges of books, toys, clothes, games and more. It holds the coveted position of being the most watched program ever on ABC iview, with over 261 million plays for Series One, with Series Two already amassing 43 million plays since launching in March 2020\*, and is the winner of an International Emmy Kids Award.

*Bluey* is produced by the Emmy® award-winning Ludo Studio for ABC KIDS and is co-commissioned by ABC Children's and BBC Studios. Both of its series received production support from the Australian Government through Screen Australia, and Queensland Government through Screen Queensland.

\*Source: Oz TAM (Begin Event Play Data) 1.10.2018 – 7.5.2020

**Media contact:** Tina Gumnior, Publicity Manager, Young Readers, m: 0419 329 466  
e: [tgumnior@penguinrandomhouse.com.au](mailto:tgumnior@penguinrandomhouse.com.au)

707 Collins Street, Melbourne, VIC 3008  
P +61 3 8537 4599 F +61 3 8537 4699  
[penguinrandomhouse.com.au](http://penguinrandomhouse.com.au)

Penguin Random House Australia Pty Ltd (ABN 28 004 815 703)  
Penguin Random House New Zealand Limited (Company Number 94099; NZBN 9429040493725)