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PENGUIN RANDOM HOUSE WINS BOOK OF THE YEAR AT 2020 AUSTRALIAN BOOK INDUSTRY AWARDS (ABIAs)

May 13, 2020 — Penguin Random House are delighted to announce that the children's picture book ***Bluey: The Beach*** is the winner of the **2020 ABIA Book of the Year** award.



It is the first time in the history of the ABIAs that a children's picture book has won this prestigious award. ***Bluey: The Beach*** also took home **Children's Picture Book of the Year (Ages 0 - 6)**. Hosted online this year, the ABIAs celebrate the achievements of authors and publishers in bringing Australian books to readers.

Julie Burland, CEO Penguin Random House Australia, said: 'We are so thrilled with this award and I want to thank Ludo Studio, BBC Studios, everyone at Penguin Random House who worked so hard to make these books a success and most of all, the booksellers, who embraced Bluey and our publishing vision from the start. Go Bluey!'

Penguin Random House Australia with BBC Studios and Ludo Studio announced the *Bluey* publishing deal in April 2019. Three *Bluey* books, including two story books and one activity book hit Australian stores before Christmas of the same year and sales have been phenomenal with ***Bluey: The Beach*** selling over 200,000 copies since its release. There are now seven *Bluey* books, and sales across the series are about to hit **1 million copies**. ***Bluey: The Beach*** spent 4 weeks at #1 on Bookscan, and spent 17 weeks in the top 10 on Bookscan.

Holly Toohey, Head of Brands Partnerships and Audio, Bluey's Publisher, Penguin Random House Australia, said: "We knew the *Bluey* books needed to find ways to translate the sound, movement, humour and heart of the show into a static format – to deliver a reading experience that wasn't a carbon copy of the episodes. We selected *The Beach* as it gave us the ability to dive deeper into Bluey's journey of self-discovery – pulling out key moments of struggle and growth. And of course, *The Beach* was the perfect title to launch with as we headed into the Australian summer. It's been an honour to be part of the *Bluey* phenomenon and see the books find their place, alongside the show, in the homes and hearts of so many children – and parents!"

ABC Kids' *Bluey* is Australia's most popular children's television show about a family of Aussie heelers. Produced by Brisbane-based Ludo Studio, it recently won an International Emmy Kids Award celebrating the world's best content for young viewers. It's the most-watched program in the history of ABC iView, has won a Logie award, AACTA award and two Screen Producers Australia awards, and now, to add to that impressive list of accolades, the awards have begun in another sphere altogether, publishing.

Penguin Random House would like to thank the Australian Book Industry, booksellers, retailers and families around Australia for their ongoing support of *Bluey* books.

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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 series received production support from the Australian Government through Screen Australia, and Queensland Government through Screen Queensland.

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The following people are available for comment/interview:

Julie Burland, CEO PRH Australia

Holly Toohey, Head of Brands Partnerships and Audio, *Bluey's* Publisher, PRH Australia