



Penguin
Random House
Australia & New Zealand

Press Release

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Penguin Random House reveals first *Bluey* book covers based on the No 1 ABC KIDS show



Penguin Random House and BBC Studios are delighted to announce that the *Bluey* publishing program will launch with three carefully chosen titles, including two storybooks and one activity book, which will hit Australian book stores on 5 November 2019.

Bluey follows the adventures of a loveable, inexhaustible six-year old Blue Heeler dog who loves to play and turn everyday life into extraordinary adventures.

Just in time for summer what could be better than a quintessential Australian adventure like *The Beach*? And for bedtime reading, *Fruit Bat*, is the perfect story for both children and adults to enjoy. These two board books are based on popular *Bluey* episodes and use the narrative format to highlight and explore key moments from the show. The lift-the-flap and glow-in-the-dark embellishments for *The Beach* and *Fruit Bat* respectively are employed in places where they enhance the storytelling and help capture the humour and energy of the TV show.

And as any fan knows, *Bluey* is all about imaginative play so the sticker activity book will be a place where fans of various ages can unleash their own imagination and creativity on the page. Looking ahead to 2020, the *Bluey* publishing program will expand to other exciting formats.

Bluey has been a phenomenal success since airing on ABC KIDS in October 2018, amassing legions of dedicated fans and taking the coveted position of being the most watched program ever on ABC iView, with over 90 million plays. It has also topped the Australian iTunes Kids Chart with the series peaking at #1 and consistently remaining in the Top 5.

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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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NOTES TO EDITORS

About BBC Studios in Australia & New Zealand

The BBC Studios business in Australia and New Zealand is primarily content sales and branded services, with a newly established production arm. It wholly owns seven channels: BBC First, BBC UKTV, BBC Knowledge and CBeebies on Foxtel and Fetch TV in Australia; BBC Living on Fetch TV; and BBC UKTV and BBC Earth on Sky TV in New Zealand. It distributes great British content from the BBC and other British producers to free-to-air, subscription channels and SVOD platforms and works with partners to bring BBC Studios DVDs, consumer products and live events to the local market. The new production arm in Sydney will produce BBC formats for the local market and create new IP.