

Picture This:

Your art in the next picture book from Michael Morpurgo

Waterstone's today launches **Picture This 2011**, the search for an undiscovered illustrator to bring Michael Morpurgo's yet to be written new version of 'Beauty and the Beast' to life as a picture book.

Waterstone's invited readers to vote for their favourite fairy tale that they would like to see Morpurgo tackle. Over 1,000 people voted, and the winner, 'Beauty and the Beast', was announced by Michael Morpurgo at the Telegraph Hay Festival on Tuesday. 'Beauty and the Beast' had over just over 14% of the vote – 'Cinderella' came second with 10%, and the 'Elves and the Shoemaker' came third with 8%. Many other fairy tales were nominated, with three people nominating the 'true life fairy tale' of William and Kate.

Michael Morpurgo, author of classic children's stories such as *War Horse* and *The Dancing Bear*, will now write a new version of 'Beauty and the Beast', to be developed as a picture book for publication in 2012. Waterstone's is searching for an undiscovered artist to illustrate the book. Entrants are invited to submit their interpretations of how the main characters would look, as well as any scene from the much-loved fairy tale. The closing date is 4th July, and full details can be found at Waterstones.com/picturethis.

"This is a life-changing opportunity," said Waterstone's Children's Books Buyer, Kate Skipper. "Whoever wins will be working with one of the most respected children's writers working today. The resulting book will be a massive bestseller."

The winner will receive a £6,000 contract, and see their work illustrate Michael Morpurgo's words when the book is published in late 2012 as a Waterstone's exclusive. The first **Picture This** competition found a new illustrator, Karen George, who works with Julia 'The Gruffalo' Donaldson. The resulting book, *Freddie and the Fairy*, was one of Waterstone's Christmas bestsellers last year, selling over 35,000 copies by Christmas day.

Waterstone's

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