



George RR Martin: The Iron Throne at Waterstone's

Fans of *A Game of Thrones*, the HBO adaptation of volume one of George RR Martin's globally bestselling fantasy series, *A Song of Ice and Fire*, will be able to imagine themselves as royal usurpers at Waterstone's Piccadilly next week. As well as selling special signed editions of *A Dance with Dragons*, volume 5 of the series, when it is released on Tuesday 12th July, Waterstone's will be allowing you to sit in the Iron Throne of King's Landing.

The Iron Throne is an iconic part of the hit series, recently broadcast on Sky Atlantic. First occupied by Mark Addy as King Robert, it had been assumed by the sadistic young Prince Joffrey (Jack Gleeson) by the end of the series. Now, to celebrate the release of *A Dance with Dragons*, you will be able to see how you would look as King of the Seven Kingdoms of Westeros.

Waterstone's of Piccadilly will be selling a very limited number of signed first editions of *A Dance with Dragons* from 8.00 to 9.00a.m on launch day, Tuesday 12th July. The book, which is over 1,000 pages long and has an RRP of £25, is one of the most long-awaited titles in years, says Waterstone's Head of Books, Toby Bourne. "*This was always going to be a huge release, but the success of Game of Thrones on television has introduced millions more potential readers to this epic story,*" says Bourne. "*This is a tale on the scale of Lord of the Rings, and we're seeing sales to match.*"

If you buy the £25 signed edition of *A Dance with Dragons* between 8.00 and 9.00 a.m. on Tuesday 12th July at Waterstone's Piccadilly, you will also have your book marked with a special, commemorative stamp noting the occasion (see above), and have your photograph taken on the Iron Throne. Pictures will then be posted online for fans to browse, share and download.

"This is a unique opportunity to buy a very rare signed first edition of this much anticipated book, but also for fans to see how they look sitting in the iconic Iron Throne," says Bourne. "*For fantasy fans, this is like being given the chance to ride in the TARDIS.*"

***A Dance with Dragons* by George RR Martin is published by HarperCollins on 12th July 2011, RRP £25.00. A limited number of signed copies will be available at Waterstone's Piccadilly from 8.00 to 9.00 a.m. First come-first served, no reservations can be taken. Only signed copies sold during this hour will be marked with the commemorative stamp. Customers sitting in the Iron Throne will have their photograph taken for an online gallery at <http://www.facebook.com/waterstones>.**