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MEDIA RELEASE

JACKIE FRENCH LAUNCHES '1000 MAGIC BOOKS' PROMOTION

As Book Week celebrations take place around the country, Australian Children's Laureate Jackie French has launched a promotion to help children in need find their 'magic book.'

Children might *need* books for all sorts of reasons. A child might need a book because they are in hospital, or because they have been through hard times, or perhaps because they have never had a book of their own.

As part of the '1000 Magic Books' promotion, a selection of 25 titles – ranging from favourite classics like *The Magic Pudding* to modern classics including Jackie's own *Diary of a Wombat* – have been chosen for their potential to kick start a lifelong love of reading.

Adults are invited to visit the [promotion website](#), choose a 'magic book' from the list of participating books and explain in 25 words or less why the child they have in mind needs the nominated book. Multiple entries can be submitted and 1000 magic books can be won! Each entry will be individually judged based on its creative merit, execution and alignment with the spirit of the promotion. Based on these criteria, the panel of judges will determine the 1000 best entries.

Says Jackie: 'The "magic book" is the one that inspires a child to become an avid reader; to turn one page, and then another, and when they have finished reading that book they long to read another.'

The promotion, which will be run in conjunction with HarperCollins Publishers, launched at 9am on Wednesday 26 August 2015, will run until 5pm on 25 September 2015. Winning entries will be notified by 9 October 2015. You must be an Australian resident aged 18 years or older to enter. Terms and Conditions apply. Visit <http://www.harpercollins.com.au/jackie-french-1000-magic-books-promotion> to learn more.

Jackie French is available for interview

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