



PLANS FOR THE BIGGEST EVER ROALD DAHL DAY TO MARK ROALD DAHL 100

2016 marks 100 years since the birth of Roald Dahl – the world’s number one storyteller. There have been glorumptious celebrations for Roald Dahl throughout the year and these are now building towards celebrations for Roald Dahl’s birthday – AKA ROALD DAHL DAY – on September 13th.

Summer has seen:

- the global release of Steven Spielberg’s movie version of THE BFG in July, winning critical acclaim and box office success.
- Meanwhile, the Summer Reading Challenge, the UK’s biggest annual reading promotion for children aged 4-11, is themed THE BIG FRIENDLY READ for 2016 and runs in libraries throughout the summer.
- There are two major exhibitions of Quentin Blake’s artwork running concurrently – THE BFG IN PICTURES at The House of Illustration in London and INSIDE STORIES at National Museum Cardiff.
- On August 12th, the acclaimed THE WONDERCRUMP WORLD OF ROALD DAHL experience relocates to Wales Millennium Centre in Cardiff, where further plans are afoot to transform Cardiff into ROALD DAHL’S CITY OF THE UNEXPECTED (see below).
- Roald Dahl titles have already topped the bestseller lists twice in 2016 – first with World Book Day title THE GREAT MOUSE PLOT in March and again in August with THE BFG.

Every year, Roald Dahl’s actual birthday - September 13th - is marked with special ROALD DAHL DAY events. This year, the celebrations will be BIGGER THAN EVER as readers around the country, and indeed the world, celebrate the centenary of the world’s number one storyteller.

There will be parties in bookshops, schools, libraries and living rooms. Hosts are, even now, busy planning activities with the help of the ROALD DAHL 100 PARTY PACK. Packs have been sent into every UK primary school by TEACH PRIMARY magazine and have been available for FREE download online. Even now, IT’S NOT TOO LATE to download the kit from www.roalddahl.com/party.

The pack offers you everything you need to host an unforgettable ROALD DAHL DAY party – including bunting, invitation templates, party hats and stickers, activity sheets, party games, quizzes, singalongs - with the two hit stage musicals MATILDA and CHARLIE AND THE CHOCOLATE FACTORY - and a draw-along with Quentin Blake, Roald Dahl’s principal illustrator.

September 13th is also THE DAHLICIOUS DRESS-UP DAY, so as part of your Roald Dahl Day party, why not don your BFG ears, your Grand High Witch wig or your Willy Wonka cane and make life more marvellous for seriously ill children by donating £1 per person to Roald Dahl’s Marvellous Children’s Charity. There are costume guides and ideas at www.roalddahl.com/dress-up.

On September 13th, at 2pm GMT schools around the world will be tuning into the annual PUFFIN VIRTUALLY LIVE: ROALD DAHL DAY webcast, broadcast this year from the

stage of The Cambridge Theatre, home of the Royal Shakespeare Company's production of MATILDA THE MUSICAL. Over 5000 schools worldwide are expected to tune in to watch an exclusive performance by Miss Trunchbull and the cast PLUS a very-special draw-along with Quentin Blake. Schools can sign up for FREE at www.puffinvirtuallylive.co.uk and those unable to tune-in will be able to watch from 2.30 on demand.

BLUE PETER pays tribute to ROALD DAHL 100 with a ROALD DAHL SPECIAL broadcast at 5:00 pm on CBBC on September 15th. This show features Roald Dahl's youngest daughter Lucy and includes a VERY special moment no BLUE PETER or Roald Dahl fan will want to miss.

Bookshops throughout the UK will be celebrating Roald Dahl with birthday parties throughout the week as well as fantastical window displays. The nationwide campaign to celebrate bookshops BOOKS ARE MY BAG are celebrating the Roald Dahl centenary with a special edition '*The BFG is my Bag*' bag, designed by Quentin Blake.

Meanwhile, Cardiff, Roald Dahl's birthplace, is preparing to transform itself over the weekend of September 17th-18th into ROALD DAHL'S CITY OF THE UNEXPECTED. Produced by Wales Millennium Centre & National Theatre Wales, and directed by Nigel Jamieson, ROALD DAHL'S CITY OF THE UNEXPECTED will be an extraordinary event showcasing both Roald Dahl's distinctive voice and the jewels of the city's buildings, parks and its people. Eye-popping visual spectacles will turn heads and madcap events will defy the laws of physics in some of the city's most iconic locations, and a cast of thousands will give heart-stopping performances both intimate and epic. For more information, visit: www.cityoftheunexpected.wales.

Also on Saturday September 17th, The Roald Dahl Museum and Story Centre in Great Missenden will be transformed into the MUSEUM OF THE UNEXPECTED offering visitors the opportunity to celebrate Roald Dahl's 100th birthday in the heart of Roald Dahl country. SMELL your way around the museum on the SCENTenary Trail, write your own lines for the Big Birthday Poem, explore the village with guided walks and enjoy face-painting, magic and Archive Talks throughout the day. PLUS there's a village screening of THE BFG at the Blue Door Cinema and activities at the library. For more information, go to www.roalddahl.com/museum.

On September 10th, Tim Minchin and the cast of the RSC's MATILDA THE MUSICAL will be performing at the BBC PROMS IN THE PARK before an audience of 40,000 in London's Hyde Park.

ROALD DAHL'S TREMENDOUS ADVENTURES AT TATTON PARK is a magical year-long programme of events at Tatton Park in Cheshire. There are two special events to mark ROALD DAHL DAY on Sunday September 11th – the ROALD DAHL BIG PICNIC DAY and an outdoor cinema screening of WILLY WONKA AND THE CHOCOLATE FACTORY. For more, go to www.tattonpark.org.uk.

London offers two further ways to celebrate ROALD DAHL DAY in style, for ADULTS ONLY...

How about a celebratory AFTERNOON TEA at Aqua Shard? From July 4th to the end of September, Aqua Shard is offering a celebratory afternoon tea for ROALD DAHL 100. Devised by executive chef Dale Osborne and head chef Pip Sandrey, the tea pays tribute to the world's number one storyteller and explores his fascination with food. Even the menu is edible! For more information, go to www.aquashard.co.uk/event.

Following the food theme, how about rounding off ROALD DAHL DAY with DINNER AT THE TWITS? Presented by Les Enfants Terribles and ebp, in association with Bompas & Parr and Creature of London, guests are cordially invited to the WORST DINNER PARTY IN THE WORLD at the residence of the revolting MR AND MRS TWIT. This is the first time one of Roald Dahl's stories has been adapted into a production specifically for adults. The

interactive theatrical dining experience like no other runs at The Vaults in Waterloo from September 4th – October 30th. For more information, proceed – if you dare – to www.twitsdinner.com.

There is also a host of exciting and diverse publishing, including:

- THE GLORIUMPTIOUS WORLDS OF ROALD DAHL by Stella Caldwell (Carlton, August 4th). A spectacular scrapbook of stories, characters and creations including Roald Dahl's original jottings and editing notes.
- ROALD DAHL: MADNESS, CRUELTY, DECEPTION and LUST (Penguin Random House, August 25th). Four exciting new volumes of Roald Dahl's adult short stories, with artwork by Charming Barker.
- ROALD DAHL HARDBACK SERIES: (Puffin, 1st September). To mark the centenary of Roald Dahl, Puffin have released a splendiferous new collection of truly delumptious classic Roald Dahl titles with stylish jackets over surprise printed colour cases, and exquisite endpaper designs.
- ROALD DAHL'S MARVELLOUS MEDICINE by Professor Tom Solomon (Liverpool University Press, September 13th). Few people are aware of Roald Dahl's fascination with medicine, though Roald always said that if he wasn't a writer, he'd have liked to be a doctor. Professor Tom Solomon, the doctor who cared for Roald towards the end of his life, examines Roald Dahl's literature and life from this intriguing new perspective.

Earlier in the year: OUP published THE OXFORD ROALD DAHL DICTIONARY edited by Susan Rennie; and John Murray published LOVE FROM BOY: LETTERS FROM ROALD DAHL TO HIS MOTHER edited by Donald Sturrock. Both Susan Rennie and Donald Sturrock are also available for interview.

Her Royal Highness The Duchess of Cornwall is Patron of Roald Dahl 100. The Duchess has a strong interest in shining a spotlight in the importance of literacy.

Don't forget to hashtag #roalddahl100 and to link to www.roalddahl.com!

For further information, please contact:

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ABOUT ROALD DAHL AND HIS LEGACY:

Roald Dahl was a spy, ace fighter-pilot, chocolate historian and medical inventor. He was also the author of *Charlie and the Chocolate Factory*, *Matilda*, *The BFG* and many more brilliant stories.

He remains the World's No.1 storyteller.

Born in Cardiff of Norwegian descent, Roald Dahl (1916–1990) joined the RAF at the age of 23 and began writing, initially for adults, after being injured in a plane crash during WW2.

Sitting in a hut at the bottom of his garden, surrounded by odd bits and pieces such as a suitcase (used as a footrest), his own hipbone (which he'd had replaced) and a heavy ball of metal foil (made from years' worth of chocolate wrappers), he went on to write some of the world's best-loved children's stories. His first children's story, *James and the Giant Peach*, was published in 1961, was a hit and every subsequent book became a best-seller.

Today, his stories are available in 58 languages and, by a conservative estimate, he has sold more than 250 million books. Many of these stories have also been adapted for stage and screen, including the 1971 film classic *Willy Wonka and the Chocolate Factory*, Wes Anderson's acclaimed *Fantastic Mr Fox*, and the multi-award winning *Matilda The Musical* from the RSC with music by Tim Minchin. The latest Roald Dahl story to hit the big screen is Steven Spielberg's #1 box office blockbuster *The BFG*.

2016 marks Roald Dahl's centenary. Entitled Roald Dahl 100, 2016 marks 100 years since the birth of Roald Dahl – the world's number one storyteller. There will be celebrations for Roald Dahl 100 throughout 2016, delivering a year packed with glorumptious treats and surprises for everyone.

Roald Dahl said, "*If you have good thoughts they will shine out of your face like sunbeams and you will always look lovely.*"

We believe in doing good things. That's why ten percent of all Roald Dahl income* goes to our charity partners. We have supported causes including: specialist children's nurses, grants for families in need, and educational outreach programmes.

Find out more at roalddahl.com.

The Roald Dahl Charitable Trust is a registered UK charity (no. 1119330).

* All author payments and royalty income net of third party commissions.

www.roalddahl.com www.facebook.com/RoaldDahl www.twitter.com/roald_dahl

"Watch with glittering eyes the whole world around you because the greatest secrets are always hidden in the most unlikely places. Those who don't believe in magic will never find it."

Roald Dahl, THE MINPINS