



Walker Books UK on board for Emily Button Publishing

Hallmark is excited to announce a deal with Walker Books UK to develop the market-wide Emily Button publishing range.

With a planned launch for Summer 2013, the range will consist of an assortment of Story Books, Activity Books, Cook Books and more!

Mel Beer, Group Licensing Director, Hallmark Cards PLC, said 'We're delighted to have a publisher of Walker's calibre on board. The planned titles will tie in perfectly with the popular make & do theme's that run through all things Emily Button and I can't wait to see them.'

Julia Posen, EVP and Commercial Director, Group Rights and Development, Walker Books Group, said 'Walker has a proven track record when it comes to developing and growing brands and we're really looking forward to working with Hallmark to do the same for the Emily Button publishing range. This is a property bursting with creativity and imagination, a perfect fit for the Walker list.'

Emily Button's fan base continues to grow steadily with plenty of online activity on Facebook, [Emilybutton.co.uk](http://www.facebook.com/#!/emilybutton.co.uk) and regular appearances in PiNK magazine.

About Emily Button:

Emily Button is a real live ragdoll made from vintage style fabrics, buttons and ribbons. She loves to collect little things which she puts in her pocket – you never know when they might come in useful! She lives in a sewing box with her best friends Bobble & Mousey

A thoroughly modern ragdoll, you can find out more about Emily Button and friends' adventures on Facebook <http://www.facebook.com/#!/emilybutton.co.uk>

Twitter @myemilybutton

and www.emilybutton.co.uk

About Hallmark:

At Hallmark we're passionate about making cards and gifts that help bring people closer together. We believe that life is a special occasion – whether you're celebrating one of the BIG days or one of

life's little everyday moments. Using innovation and creativity, our products are designed to help you say just what you want to say, just in the right way, either in-store or with our personalised cards online.

We also have a large family of colourful characters, including Forever Friends, Disney, Warner Bros, Edward Monkton, Liberty Art Fabrics x Hello Kitty, The Simpsons, Lego and Purple Ronnie.....

If you'd like to get in touch, we'd love to hear from you. You can email, write or ring us:

Emma Parrott

Emma.parrott@hallmark.com

Hallmark Cards

1st Floor, Evelyn House

142-144 New Cavendish Street

London

W1W 6YF

0207 149 8148

About Walker Books UK:

Walker Books is the world's leading independent publisher of children's books. Working with the best authors and illustrators, Walker Books is renowned for its truly original publishing and outstanding quality. Home to books for all ages, Walker Books publishes many award-winning authors, illustrators and brands including Anthony Horowitz, Lucy Cousins, Anthony Browne, Polly Dunbar, Mal Peet, Patrick Ness and *Where's Wally?* Walker's licensing division manages licensing activity across several Walker brands including *Maisy* and all other Lucy Cousins properties, *Guess How Much I Love You* and new property *Tilly and Friends*. Walker Productions develops Walker content for other media platforms with a range of media partners, with current projects including *Tilly and Friends* for BBC and *Fleabag Monkeyface* for ITV. Walker Books UK is part of the vibrant international Walker Books Group that also includes Candlewick Press in America and Walker Books Australia.

Further information can be found at www.walker.co.uk