Best-selling Author Roald Dahl's Books Donated to Worldreader

Puffin Makes Classic Children's Books Available to Students and Teachers in the Developing World

(Frankfurt, Germany and London) -- Worldreader, a non-profit social enterprise whose mission is to bring electronic books to children and families in the developing world, and Puffin Books Ltd, a division of Penguin Children's Books, will make several of Roald Dahl's books available to children and teachers in sub-Saharan Africa.

Dahl's classics—Matilda, James and the Giant Peach, Fantastic Mr. Fox, and Charlie and the Chocolate Factory—will be distributed to participants in Worldreader's programs via electronic book technology. Worldreader currently uses Amazon.com, Inc.'s (NasdaqGS: AMZN) Kindle e-readers to deliver e-books, and to date, has delivered 56,000 e-books to more than 600 students in Ghana and Kenya.

Worldreader's Director of Digital Publishing Elizabeth Wood announced the partnership this afternoon at the Tools of Change Frankfurt Conference 2011.

"This is a huge win for the children in our programs. Dahl's wicked sense of humor has delighted children—and adults—in the developed world for more than 50 years," Wood said. "This is the caliber of books we want to offer the children in our programs. We encourage other publishers to follow suit. Ask yourself what books would turn reluctant readers into avid readers? Those are the books we want."

David Risher, Worldreader's president and co-founder, said this partnership creates new opportunities in countries where a culture of reading is being cultivated.

"No other author has inspired so many children to read. We're thrilled to help introduce Charlie, James, Matilda, and the rest of Roald Dahl's characters to a new group of children who have big dreams but, until recently, have had not had access to books," said Risher. "Winning the support of publishers like Puffin strengthens our commitment to reach one million children by 2015."

Francesca Dow, managing director of Penguin Children's Books, added, "Puffin is delighted to be working with Worldreader to give children in Africa free access to Roald Dahl books through the Worldreader programme. Roald Dahl books are
already available in 34 languages, and this is a great opportunity for his stories to reach even even more widely to children around the world."


Britain’s Roald Dahl (1916-1990) was a best-selling novelist, short story writer, and screenwriter. Worldreader extends a special thank you to the Dahl Estate and David Higham Associates for supporting this project.

About Worldreader
Worldreader (www.worldreader.org) is a not-for-profit organization whose aim is to put a library of books within reach of every family on the planet, using electronic book technology. Just as mobile phones have leapfrogged landlines across much of the developing world, Worldreader is helping make e-readers become the easiest, least expensive, and most reliable way to deliver books to underserved areas and underprivileged peoples. Worldreader currently operates in Ghana and Kenya, with plans to expand throughout sub-Saharan Africa.

For a Worldreader press kit, please see http://bit.ly/oBVyZm.

About Puffin
Puffin (http://www.puffin.co.uk/)is a division of Penguin Children’s Books, which is the number one children’s publisher in the UK. Founded in 1940 as a series of non-fiction picture books for children, today Puffin publishes picture books, fiction, non-fiction, popular culture and teen fiction. The Puffin list carries some of the biggest names in classic and current children's publishing including Roald Dahl, Allan Ahlberg, Raymond Briggs, Charlie Higson, Rick Riordan, Jeff Kinney, Eoin Colfer and Cathy Cassidy. The first Puffin story book to be published in 1941 was popular children’s classic, Worzel Gummidge. Since then thousands of Puffin titles have been published read and enjoyed by millions of children. The Puffin Club, started in 1967 by Puffin Editor Kaye Webb, is still going strong in 2011 and is just one of the ways that Puffin has established its place in the hearts of millions.

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Contacts:

Worldreader

Susan Moody, Director of Communications
susan@worldreader.org
Spain: 34 639 366 634
U.S.: 1 206 588 6057

Jennifer Baljko, Communications Assistant
jennifer@worldreader.org
U.S.: 1 415 315 9947

Puffin/Penguin

Emma Nicholls, Head of Publicity Puffin
emma.nicholls@uk.penguin.com
U.K.: 44 020 7010 3058

Adele Minchin, Publicity Director
Penguin Children's Books
Adele.Minchin@uk.penguin.com
UK: 44 020 7010 3304