



Era Publications
Bringing imagination to life

PRESS RELEASE: 1 July 2009

DOG CELEBRATES 25TH BIRTHDAY

‘Arthur’, the picture book dog in the pet shop, is celebrating his 25th anniversary and continues to thrive in the tough world of children’s literature.

South Australian publisher, Era Publications, released ‘Arthur’ in 1984 and found they had a winner on their hands when the book was short listed for the Australian Picture Book Award and won the UK ‘Children’s Award’ in 1985.

Arthur was the first book by Adelaide author, Amanda Graham, and illustrator, Donna Gynell, who then went on to create many more titles with Era, including ‘Educating Arthur’ and ‘Always Arthur’.

“Arthur is our most travelled character,” said Tania Martin, sales and marketing manager. “He is in over 30 countries from Australia to the Arctic and 9 languages other than English.”

Arthur learned to change with the times and found himself published in various forms including hard cover, paperback, miniature, big book, CD-ROM, audio, video and, recently, as an interactive book online.

In 2008, Arthur was chosen as Australia’s National Simultaneous Storytime book and was read on the same day at the same time by over 140,000 children, which was a record.

“Of all the picture books published, few have the success and longevity of Arthur,” said Tania Martin.

Background

Era Publications, established in 1971, is an award-winning South Australian family business specialising in educational materials for primary schools and selling its products into more than 30 countries and 19 languages other than English.

In an extremely competitive industry, Era Publications has survived and grown by committing to innovation and export activity and encouraging its authors and illustrators to perform to world-class standards.

Era focuses on the publication of Australian authors and illustrators and is an early entrant in the field of digital publishing by creating interactive books online for schools and homes.

Contact for further details: Tania Martin, Sales and Marketing Manager

Telephone: 08 8352 4122

Mobile: 0419 845 647

Fax: 08 8234 0023

Email: tania@erapublications.com

URL (Company): www.erapublications.com



URL (interactive books online): www.in2era.com.au