

**Embargoed until 1 July, 09.00 BST**

## **“CREATIVITY HAS NEVER BEEN MORE IMPORTANT”: WATERSTONES CHILDREN’S LAUREATE CRESSIDA COWELL LAUNCHES CREATIVE SUMMER CAMP WITH ALL STAR LINE-UP SET TO INSPIRE CHILDREN WITH MAGIC IDEAS AT HOME**

**Cressida’s Creativity Summer Camp: 6 – 10 July 2020 | [www.childrenslaureate.org.uk](http://www.childrenslaureate.org.uk)**

**#CressidaSummerCamp | #MagicIdeas | [Images](#)**



**Featuring... Dapo Adeola | David Almond | Allen Fatimaharan | Liz Pichon | Chris Riddell  
Marta Altés | Rob Biddulph | Sarah McIntyre | Nadia Shireen  
Joseph Coelho | Laura Dockrill | Theresa Lola | Joshua Seigal  
Eoin Colfer | Frank Cottrell Boyce | Sharna Jackson | Zanib Mian | Onjali Raúf | Francesca Simon  
With International Children’s Laureates: Jason Reynolds | Eloise Williams | Áine Ní Ghlinn  
Ursula Dubosarsky | Manon Sikkel**

**London, 1 July 2020:** Waterstones Children’s Laureate Cressida Cowell and the best-selling author/illustrator of the *How to Train Your Dragon* and *Wizards of Once* series, has today announced a week of ‘Summer Camp’ activity celebrating children’s innate creativity and showcasing the enormous wealth of talent across the UK.

After a term of unparalleled disruption to children’s education, ***Cressida’s Creativity Summer Camp*** will inspire families to embrace books, reading and creativity at home over the summer holidays for entertainment, learning, as well as to support mental well-being.

Cressida will be joined by an all-star line-up of leading authors and illustrators – including Eoin Colfer, Theresa Lola and Rob Biddulph – to encourage young creatives with writing workshops, drawing masterclasses and much more.

Marking Cressida Cowell’s one year anniversary as the Waterstones Children’s Laureate, Summer Camp opens its virtual doors on Monday 6 July with Liz Pichon, David Almond, Dapo Adeola, Chris Riddell and Allen Fatimaharan sharing the tips and tricks behind their creative process, accompanied by an online exhibition of work-in-progress notebooks belonging to former Laureates Lauren Child, Michael Morpurgo and Anne Fine alongside Candy Gourlay, Yasmeen Ismail, Jim Field, Jackie Morris and many more, that reveal how their much-loved stories came to life.

This also marks the official launch of Cressida’s ‘Laureate Gallery’ on [www.childrenslaureate.org.uk](http://www.childrenslaureate.org.uk) where children will be able to exhibit their own work throughout Cressida’s time as Laureate, in a showcase of creativity and imagination.

Throughout the week, Cressida’s Creativity Summer Camp will be celebrating poetry, drawing, reading and writing, culminating in an event on Friday 10 July with Cressida, Onjali Raúf and Frank Cottrell Boyce answering creativity questions submitted by children throughout the week using the hashtag #CressidaSummerCamp.

**Cressida Cowell, Waterstones Children’s Laureate, said:**

*“Every child deserves the right to be creative. Every child has the potential to be magically creative if they are inspired and encouraged. Ensuring that children are given this opportunity has been a passion of mine for many*

years; it is at the heart of my time as Waterstones Children's Laureate and my Reading Charter, and it has never been more important than now, given the huge disruption that children have faced over the pandemic.

Creative thinking and creative confidence nurture essential benefits for everything we do: vital to all careers, to societal development and the building of empathy, and, of utmost importance now, in providing solace and supporting our own mental wellbeing and personal growth.

I hope that my Summer Camp can bring the benefits of creativity to children all over the UK, as well as showcase a vital part of the UK's creative sector – which was growing at five times the rate of the wider economy pre lockdown – at a time when our cultural future faces great uncertainty.”

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## CRESSIDA'S CREATIVITY SUMMER CAMP: 6 – 10 JULY 2020

*Celebrating creativity and inspiring magic ideas*

To watch Summer Camp, see the full line-up and daily schedule of events, visit: [www.childrenslaureate.org.uk](http://www.childrenslaureate.org.uk)

### Monday 6 July: 'Inspiring Magic Ideas'

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Cressida's Creativity Summer Camp launches with a glimpse into the work-in-progress notebooks of leading authors and illustrators with **Liz Pichon, David Almond, Dapo Adeola, Chris Riddell** and **Allen Fatimaharan** revealing the inspiration behind their much-loved stories and their creative process.

Cressida's 'Laureate Gallery' celebrating creativity opens today, with children invited to submit their own work to be exhibited alongside that of former Laureates **Michael Morpurgo, Anne Fine** and **Lauren Child** as well as **Candy Gourlay, Yasmeen Ismail, Jim Field, Jackie Morris** and more. For further details, visit: [booktrust.org.uk/childrens-laureate-magic-ideas](http://booktrust.org.uk/childrens-laureate-magic-ideas)

### Tuesday 7 July: 'Drawing Day'

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Celebrating drawing and the art of illustration, Cressida will be joined on the second day of Summer Camp by **Nadia Shireen, Marta Altés** and **Sarah McIntyre**, who present a step by step drawing masterclass, plus a Summer Camp themed online art lesson from Guinness World Record holder **Rob Biddulph**.

### Wednesday 8 July: 'Poetry & Performance'

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Poetry and performance are the theme of Summer Camp on Thursday, with Young People's Laureate **Theresa Lola** leading a poetry workshop and readings and tips from **Laura Dockrill, Joshua Seigal** and **Joseph Coelho**, plus Cressida will be reading some of former Laureate Michael Rosen's most loved poems.

### Thursday 9 July: 'Reading Aloud Around the World'

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On Thursday - which marks the one year anniversary of Cressida Cowell's appointment as Waterstones Children's Laureate - international Children's Laureates from around the world will unite with Cressida for a Laureate readathon, with **Jason Reynolds** (US), **Eloise Williams** (Wales), **Áine Ní Ghlinn** (Ireland), **Ursula Dubosarsky** (Australia) and **Manon Sikkell** (The Netherlands), to celebrate the power of sharing a story.

### Friday 10 July: 'Writing Masterclass'

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On the final day of Cressida's Creativity Summer Camp, **Eoin Colfer, Zanib Mian, Sharna Jackson** and **Francesca Simon** will be helping aspiring writers with a masterclass containing plenty of story starter ideas, advice on creating characters, and how to build an imaginary world. And to wrap-up Summer Camp, Cressida will be joined by **Frank Cottrell Boyce** and **Onjali Raúf** for a very special live event where they will answer as many questions as possible in a creativity brainstorm!

## NOTES TO EDITORS

### Press Contact

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### About the Waterstones Children's Laureate

The Waterstones Children's Laureate is managed by BookTrust, the UK's largest children's reading charity, and sponsored by Waterstones. It is awarded once every two years to an eminent writer or illustrator of children's books to celebrate outstanding achievement in their field, and celebrates children's literature as an art form, recognising its contribution to culture and bringing it to the attention of a wider audience.

This prestigious role was originally created by Poet Laureate Ted Hughes and author Michael Morpurgo. The 'League of Laureates' are the foremost representatives of children's literature, showcasing the extraordinary and dynamic art form and its rich contribution to culture in the UK. Each Laureate brings their own passion to the prestigious role and focuses on their own particular themes to create a unique legacy.

The current Waterstones Children's Laureate is Cressida Cowell, the international bestselling author and illustrator of the *How to Train Your Dragon* and *The Wizards of Once* series and author of the *Emily Brown* picture books. The previous ten Laureates are: Quentin Blake (1999-2001), Anne Fine (2001-2003), Michael Morpurgo (2003-2005), Jacqueline Wilson (2005-2007), Michael Rosen (2007-2009), Anthony Browne (2009-2011), Julia Donaldson (2011-2013), Malorie Blackman (2013-2015), Chris Riddell (2015-2017), Lauren Child (2017-2019).

### About Cressida Cowell

Cressida Cowell is the number one bestselling author-illustrator of the *How to Train Your Dragon* and *The Wizards of Once* book series, and the author of the *Emily Brown* picture books, illustrated by Neal Layton. She has sold over 11 million books worldwide in 38 languages. *How to Train Your Dragon* is also an award-winning billion-dollar DreamWorks film series, and a TV series shown on Netflix and CBBC; *The Wizards of Once* has also been optioned for film by DreamWorks.

Cressida is an ambassador for the National Literacy Trust, a trustee for World Book Day and a founder patron of the Children's Media Foundation. She has won numerous prizes for her books, including the Blue Peter Book Award and the Ruth Rendell Award for Championing Literacy. She is a honorary fellow of Keble College Oxford, and has a honorary doctorate from the University of Brighton. She grew up in London and on a small, uninhabited island off the west coast of Scotland and she now lives in Hammersmith with her husband, three children and a dog called Pigeon.

### About BookTrust

BookTrust is dedicated to getting children reading because we know that children who read are happier, healthier, more empathetic and more creative. Their early language development is supported and they also do better at school. We are the UK's largest children's reading charity; each year we reach 3.9 million children across the UK with books, resources and support to help develop a love of reading, because we know that reading can transform lives. We work with a variety of partners to get children excited about books, rhymes and stories, because if reading is fun, children will want to do it. Our books are delivered via health services, libraries, schools and early years practitioners, and are supported with guidance, advice and resources to encourage the reading habit.  
[booktrust.org.uk](http://booktrust.org.uk)

### About Waterstones

Waterstones is the UK and Ireland's leading high street bookseller with 293 bookshops, including Foyles, Hatchards, Hodges Figgis and branches in Ireland, Brussels and Amsterdam. It is the only national specialist book retailer of scale in the UK, with the average sized shop carrying a range of around 30,000 individual books and with over 200,000 titles in the largest shop. [Waterstones.com](http://Waterstones.com) | [@Waterstones](https://www.instagram.com/Waterstones)

### **About Hachette Children's Group**

Hachette Children's Group is one of the largest children's publishers in the UK, with an excellent track record in creating bestselling and award-winning books for children.

The Group aims to cater for every child, with baby and pre-school books, picture books, gift, fiction, non-fiction, series fiction, books for the school and library market and licensed publishing and comprises the imprints Hodder Children's Books, Orchard Books, Orion Children's Books, Little, Brown Books for Young Readers, Quercus Children's Books, Pat-a-Cake, Wren & Rook, Franklin Watts and Wayland Books.

The Group publishes a wide range of authors, illustrators, series and licenses including: Cressida Cowell, Kes Gray, Jim Field, Jessica Townsend, Onjali Raúf, Kiran Millwood Hargrave, Matthew Syed, Bryony Gordon, David Almond, Lauren Child, Patrice Lawrence, Dermot O'Leary, Francesca Simon, Alex T. Smith, Zanib Mian, Nadiya Hussain, Giles Andreae, Piers Torday, Rainbow Magic, Beast Quest and Pokémon.

Hachette Children's Group is also the publisher of author Enid Blyton, and the owner of Enid Blyton Entertainment.

[hachettechildrens.co.uk](http://hachettechildrens.co.uk)

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