

NEWS FROM LEWIS & COOPER

• PURVEYORS OF FINE FOOD AND WINE SINCE 1899 •

Library welcomes a very hungry visitor

IT'S the world's most famous wriggling insect, made famous by a book that has sold more than 30 million copies.

The Very Hungry Caterpillar has been delighting children all over the world in the 40 years since it was first published and has been translated into more than 50 languages.

Now Eric Carle's masterpiece, which follows a caterpillar as it munches its way along the way to becoming a butterfly, is to be celebrated with special a story session in a North Yorkshire library.

The storytime, on Saturday, November 28, at Northallerton Library, will feature a large-than-life cuddly caterpillar loaned by the town's Lewis & Cooper store.

The six-foot long larva was lovingly made by staff members Helen Holmes and Claire Reinhard, to celebrate the book's 40th birthday and as part of a display of Very Hungry Caterpillar merchandise in the gourmet food and drink store's gift department.

A range of children's mugs, plates and other tableware is available, made by Portmeirion.

Samantha Booth, Lewis & Cooper's gift department manager, said: "We've become very attached to our caterpillar, but we thought it would be a shame not to share him with his fans.

"Hopefully lots of children will go along to the library for the story session and a chance to give him a cuddle! We are also giving special treats to children who come and find the caterpillar in his special home in the store, from now until Christmas."



Chris Bower, one of the library's community and information officers, said: "Children of all ages giggle at the way *The Very Hungry Caterpillar* spends a week greedily eating bizarre things like cake, pizza and sausages until he's eaten so much he gets a tummy ache! They also like the ending, which of course they have eagerly been anticipating – his transformation into a beautiful butterfly!"

* The storytime event, which will include a craft activity, takes place at 10.30am on Saturday, November 28, in Northallerton library. Aimed at pre-school children and their older siblings, the session will last about 30 minutes. Under-eights must be accompanied by an adult.

Very Hungry Caterpillar Facts:

- * Eric Carle got his inspiration for the book from an everyday paper hole puncher.
- * He originally called the book *A Week with Willi Worm*, featuring a bookworm. His editor suggested a caterpillar might make a better protagonist.
- * The film and TV rights for the story were sold for a reported £1m in 2005.
- * Carle was born in Syracuse, New York, in 1929, to German emigrants who became homesick and returned to their motherland. He returned to New York in 1952, becoming a graphic designer in the *New York Times'* promotions department.
- * Earlier this year, search engine Google paid tribute to Carle and his creation by commissioning him to design its "Google doodle" homepage logo.

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NOTES TO EDITORS

* Please find attached jpeg photographs showing *The Very Hungry Caterpillar* with Henry Johnson, four, from Northallerton, being read the story by Rachel Leahy, a community and information assistant at the town's library.

* For press inquiries, please contact Gareth Dant on 01609 760059 or 07929 869269.

* The Northallerton store is at 92 High Street, telephone 01609 772880; a second, new store is 109 High Street, Yarm, telephone 01642 784158. The Northallerton store is open 8.30-5.30 Monday-Friday, 8am-5.30pm on Saturday and 11am-4pm on Sunday. The Yarm store opens at 9am, Monday-Friday, otherwise its hours are the same.

* Lewis & Cooper stocks more than 35,000 lines, including its multi-award winning hand-made plum puddings, luxury fruit cakes and massive range of world-famous hampers. For more details of these, and of their many awards, please visit www.lewisandcooper.co.uk.

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