



NEW WORLD RECORD SET AT WARWICK CASTLE LIVE ON NATIONAL TV

Children and parents champion ITV Good Morning Britain 'Just Read' campaign

Led by Horrible Histories® author Terry Deary

12 September 2014: Four hundred and twenty-seven parents and their children from Warwickshire set a new Guinness World Record for reading today at Warwick Castle, led by children's author and literacy advocate Terry Deary. To set the record, the parents all read the same chapter to their children at the same time for 10 minutes. Deary started the reading from his best-selling book 'The Measly Middle Ages', part of the Horrible Histories series.

The record-setting event was part of the ITV Good Morning Britain 'Just Read' campaign launched to inspire children to read more and to encourage parents to spend more time reading to their children. The event was broadcast live on the programme this morning and the new record was confirmed just after 8am by Guinness World Records.

Warwick Castle has featured Horrible Histories as part of its many attractions for the past two years and will be featuring it again in 2015 from Easter onwards.

Pupils from schools in Warwick, Stratford upon Avon, Leamington Spa, Barford and Hatton were among those who took part.

Warwick Castle General Manager, Geoff Spooner said: "We're so proud of the hundreds of children and their parents who got up early to come to the Castle and help set this new world record. Seeing so many families reading for fun was inspiring and we can't wait to welcome back Horrible Histories next year.'

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Notes to Editors:

Warwick Castle is easily accessible from Junction 15 of the M40, just 40 minutes from Birmingham and 1 hour 40 minutes from London. Warwick Castle is easy to reach by train from London Marylebone in only 86 minutes.

The Castle, set in 60 acres of grounds designed by Capability Brown, rests on the banks of the River Avon at the heart of historic Warwick. Throughout 2014, every show and attraction at Warwick Castle will be re-imagined as part of celebrations to mark the site's 1,100th anniversary.

The Trebuchet Fireball Spectacular,) features the world's largest working siege engine hurling fireballs further than ever before and towers of flames thirty feet high. The new show, on the banks of the River Avon, is the fiery start to the year-long celebrations and takes place twice daily.

Afternoon Tea: taken in The State Dining Room from £59pp including Taittinger champagne and a selection of fine teas and patisseries, this is where seven monarchs have been entertained.

New for Easter 2014 was the addition the UK's only free flying Andean Condor and the only one to take part in a show of this kind. With a wingspan of up to 10ft 6in, these birds are the largest bird of prey in the world.

Glamping makes a welcome return to the Castle's riverside meadow this summer (until 6 September), now with 41 tents including three new luxury King's Tents and 38 Warwick Tents. Costing from £200 per night for a family of up to six, the price includes breakfast, two-day Castle admission, car parking and entertainment. King's Tents even feature wooden four-poster beds.

Visit www.warwick-castle.com for further information.

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About Horrible Histories®:

Horrible Histories (published by Scholastic) is the world's bestselling children's history series. Written by Terry Deary and illustrated by Martin Brown, *Horrible Histories* has been filling children's heads with foul facts since 1993. Crammed with irreverent humour and hilarious illustrations, there are over 60 titles in the *Horrible Histories* series. More than 20 million copies of *Horrible Histories* have been sold worldwide, in 37 countries and 31 languages. A growing list of over twenty licensees includes: the BAFTA-award-winning BBC TV series, the global theatre productions by Birmingham Stage Company, attractions at Warwick Castle, exhibitions at the Imperial War Museums, games, stationery, gifts and costumes. *Horrible Histories'* World Book Day title, *Terrible Trenches* was a top-three bestseller in 2014. New publishing to come includes *Horrible Histories'* *Big Fat Christmas Book* and the latest edition of the bestselling *Horrible Histories Annual*. www.horrible-histories.co.uk

About Scholastic:

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