



PRESS RELEASE
17th April 2007

PRINCESS PARLOUR PULLS INTO THE MALL

Calling all aspiring Princesses! A 'Make Me A Princess' roadshow is coming to The Mall at Cribbs Causeway on Wednesday 30th May.

The 'Make Me A Princess' roadshow has been organised by Macmillan Children's Books to promote the launch of the funky new-look **PRINCESS DIARIES** series by internationally best-selling Meg Cabot on 1 June 2007.

The roadshow features a Princess Parlour offering girls a free mini-makeover by a Boots 17 stylist and an instant photo to take home, plus the chance to bag some **PRINCESS DIARIES** goodies.

Ten VIP winners will be chosen from a competition in Mizz magazine (on sale now) to win a full make-over plus their photos published in Mizz magazine at the end of June (on sale 28 June). The winners will also be posted on www.megcabot.co.uk where fans can vote for the nation's top Princess.

The Princess Parlour will be located on the Upper Level of The Mall near the Food Court and will be open from 10am until 6pm.

-ends-

For more information, please contact:

Megan Farr at Macmillan Children's Books on 020 7014 6121 or m.farr@macmillan.co.uk
Or

Sarah King, PR for The Mall at Cribbs Causeway on 0117 983 3628 or sarahkingpr@blueyonder.co.uk

Notes to editors

- Over 2 million copies of the **PRINCESS DIARIES** books have been sold since publication started in 2001.

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- Two movies based on the series, starring Julie Andrews and Anne Hathaway, were major box-office successes around the world.
- THE PRINCESS DIARIES: MIA GOES FOURTH became number one on the bookseller bestseller chart – knocking off Harry Potter for the first time in two and a half years!
- The SMS Princess Diaries Princess Club, launched in September 2002, now has over 32,000 members.
- www.megcabot.co.uk is full of cool princess fashion tips, fun quizzes, great e-cards and comps and an E-Princess Diaries Princess Club with over 4,000 members.