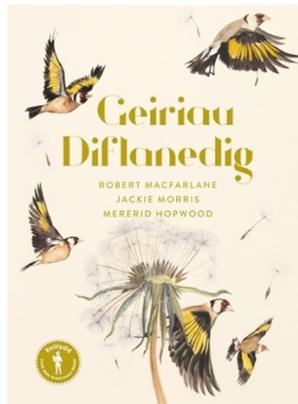


Press Release

Embargoed until 12 midday, 2 August 2019

Graffeg to crowdfund copies of *Geiriau Diflanedig* for all primary schools in Wales



Independent Wales-based publisher Graffeg is today launching a Crowdfunder campaign to gift a copy of the Welsh-language edition of *The Lost Words* (*Geiriau Diflanedig*) by Robert Macfarlane, Jackie Morris and Mererid Hopwood to every primary school in Wales.

Begun as a response to the omission of everyday nature words from an English-language children's dictionary, *Geiriau Diflanedig* highlights the fact that the same words are disappearing from common use here in Wales, exposing a similar disconnect between people and nature. Mererid's sensitive adaptations of Robert Macfarlane's acrostic spell-poems recapture the inherent awe and magic of their subject, encouraging a re-engagement with the natural world by speaking the words back to life. Jackie Morris recently received the prestigious CILIP Kate Greenaway Medal 2019 for her stunning illustrations which accompany each poem, creating a critically acclaimed visual treasure to be enjoyed for generations to come.

Since its publication in October 2017, *The Lost Words* has captured the imagination of many readers with a large number of successful crowdfunding schemes placing the book into thousands of schools across the UK. Graffeg hopes to raise £16,700 to cover the cost of donating a copy of *Geiriau Diflanedig* to each of the 1,287 primary schools in Wales. The campaign is running as a strictly not-for-profit enterprise, with all money raised paying for the unit cost of the book plus distribution costs.

The Crowdfunder campaign has been championed by Jackie Morris, who is donating original artwork as an added incentive for people to donate to the campaign. Incentives include copies of *Geiriau Diflanedig* signed by all three creators and original Otter paintings by Jackie Morris.

Jackie Morris says: 'I hope our book, mine, Robert's and Mererid's, finds its way into every school in Wales.'

To donate to the 'Geiriau Diflanedig for primary schools in Wales' Crowdfunder page visit:
www.crowdfunder.co.uk/geiriau-diflanedig-for-primary-schools-in-wales

 facebook.com/graffegbooks  @graffeg_books

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***Geiriau Diflanedig* (HB, RRP £25) is publishing on 10 October 2019.**

Mererid Hopwood and Jackie Morris are both available for interview. For more information please contact Megan Farr or Daniel Williams at media@graffeg.com or 02922 404971.

Ends

Notes to editors

The Lost Words began as a response to the removal of everyday nature words – among them ‘acorn’, ‘bluebell’, ‘kingfisher’ and ‘wren’ – from the *Oxford English Dictionary* because those words were not being used enough by children to merit inclusion. Although not ‘lost’ in the same way, *Geiriau Diflanedig* exposes the fact that the same words are disappearing from common use here in Wales, underlining a similar disconnect between people and the natural world around them. Mererid’s adaptations of Robert Macfarlane’s acrostic spell-poems seek to recapture the inherent awe and magic of their subject, encouraging a re-engagement with the natural world by speaking the words back to life. *The Lost Words* won the Children’s Book of the Year 2018 at the British Book of the Year Awards, Hay Festival Book of the Year 2017 and BAMB Most Beautiful Book of the Year Award 2017. Most recently, Jackie Morris received the prestigious CILIP Kate Greenaway Medal 2019 for her stunning illustrations.

Jackie Morris is an internationally bestselling author who lives in a small cottage on the Pembrokeshire coast. Originally from Birmingham, Jackie visited Pembrokeshire over 20 years ago for the weekend, and never left. She shares her home with her two children, her beloved cats, and two dogs. Jackie has published many children’s books, including *Cat Walk*, *Queen of the Sky*, *The Quiet Music of Gently Falling Snow*, *The Ice Bear*, *The Snow Leopard* and *Tell Me a Dragon* with Graffeg. Graffeg are publishing the Welsh edition of *Tell Me a Dragon – Ga’ i Hanes Draig?* – in September 2019, translated by Mererid Hopwood.

Mererid Hopwood was born in Cardiff. After obtaining a degree in Spanish and German from Aberystwyth University, she gained a doctorate in German Literature from University College, London, before going on to lecture in German at Swansea University. She has since taught languages at schools in Wales and is currently Professor at University of Wales, Trinity St. David. Mererid was the first female poet to win the Chair at the National Eisteddfod (2001) and two years later, won the Crown. A novel, *O Ran*, also won her the Prose Medal in 2008. She was the Bardd Plant (Welsh Children’s Poet Laureate) in 2005, and winner of Wales Book of the Year (poetry) in 2016 with her volume *Nes Draw*.

Robert Macfarlane is the author of *Mountains of the Mind*, *The Wild Places*, *The Old Ways*, *Landmarks*, and *The Lost Words*, co-created with Jackie Morris. *Mountains of the Mind* won the Guardian First Book Award and the Somerset Maugham Award and *The Wild Places* won the Boardman-Tasker Award. Both books have been adapted for television by the BBC. *The Lost Words* won the Books Are My Bag Beautiful Book Award and the Hay Festival Book of the Year. He is a Fellow of Emmanuel College, Cambridge, and writes on environmentalism, literature and travel for publications including the *Guardian*, the *Sunday Times* and the *New York Times*.

Graffeg have a well-established reputation for high-quality design and production and publish fiction, children’s fiction, non-fiction and gift stationery by internationally acknowledged authors and

illustrators. Their established children's authors include Jackie Morris, Nicola Davies, James Mayhew and Malachy Doyle among others, as well as exciting new projects with authors such as the BBC's Zeb Soanes (*Gaspard the Fox*) and popular children's musician Nick Cope. Of their successful children's titles, *Perfect* by Nicola Davies and Cathy Fisher was longlisted for the CILIP Kate Greenaway Medal 2017, with *The Pond*, their follow-up collaboration, nominated for the 2018 edition of the prize, along with *The Quiet Music of Gently Falling Snow* by Jackie Morris. *The Pond* was also selected by leading US publication Kirkus Reviews as one of its Best Books of 2017.