

MEDIA RELEASE**22 March, 2017****A TASTE FOR BOOKS – MISS MAUD AND MATILDA THE MUSICAL STIR UP A LOVE OF READING: *Opportunity to experience Matilda the Musical with an on-stage welcome from the cast.***

An all empowering love of books by five year old Matilda in *Matilda the Musical* and a life-long taste for reading by local hospitality icon Maud Edmiston, better known as Miss Maud, has been the inspiration for the sweetest of children's reading initiatives with the introduction of the Miss Maud-Matilda Book Swap with support from Penguin Random House.

The adventurous initiative is being presented over the next two weeks with children invited to indulge their love of reading by swapping a book they have enjoyed for a new book at one of ten Miss Maud cafes in the city and metropolitan Perth - see locations below or visit www.missmaud.com.au

Penguin Random House is also involved in the Miss Maud-Matilda Book Swap with the two parties joining to offer books that tap into the enthralling – and mischievous – Roald Dahl characters.

Miss Maud, who grew up in Sweden before starting her legendary Miss Maud hospitality group said she was thrilled to join with *Matilda the Musical* to help encourage children to read and to shine a light on Matilda's empowering messages and love of books by engaging her thousands of customers in the wonderful story made into an award winning musical by Tim Minchin.

"My own childhood and that of my children was made more exciting and adventurous – even perhaps a bit bold and mischievous - through Roald Dahl's books. The books influenced the creative spirit of all my family and I am delighted to be able to foster that same love of books in children visiting Miss Maud," said Miss Maud.

"Recent research indicates that the earlier a life-long love of books is adopted the healthier, happier and more caring you'll be," said Miss Maud. "From my own experience I'd also add that a love of books can make you more open, adventurous and innovative."

In Sweden the name Maud is derived from the name Matilda which sparked an early kinship between the book, Matilda and our own Miss Maud.

Over the next two weeks Miss Maud is also providing an opportunity for customers to win tickets to *Matilda the Musical* with the chance to experience an on-stage welcome from the cast. This opportunity is being offered at all Miss Maud outlets.

"It is fantastic to see Perth's own Tim Minchin taking the Matilda story to the world through his musical and to have so many other Perth trained cast members involved in this amazing show," said Miss Maud.

"I'm thrilled to see the children coming into Miss Maud coffee houses to read and talk to each other about the books and to see their imaginations coming alive. Matilda has become a role model for many children and I'm delighted to foster that". The Miss Maud-Matilda Book Swap will be in ten Miss Maud coffee houses from Tuesday, 21 March until Monday, 3 April. **(ENDS)**

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Images attached

The four Matildas from *Matilda the Musical* and delightful cast character Bruce Bogtrotter join Miss Maud to share a love of books at the children's Miss Maud-Matilda Book Swap.

CONTINUED....

- Local children Sarah Ashkenazy from Alexander Heights and cousin Tyson Ashkenazy from Maddeley share the fun of the Miss Maud-Matilda Book Swap with lovable Matilda character, Bruce Bogtrotter.

Miss Maud-Matilda Book Swap locations

- Belmont Forum (Belmont)
- Miss Maud lounge - Garden City Shopping Centre (Booragoon)
- Cockburn Gateway Shopping Centre (Success)
- Westfield Carousel Shopping Centre (Cannington)
- Westfield Innaloo Shopping Centre (Innaloo)
- Lakeside Joondalup Shopping Centre (Joondalup)
- Karrinyup Shopping Centre (Karrinyup)
- Warwick Grove Shopping Centre (Warwick)
- Westfield Whitford City Shopping Centre (Hillarys)
- Miss Maud Restaurant (Perth City)

Or visit www.missmaud.com.au

FURTHER INFORMATION

"A recent Matilda Bake-Off at Miss Maud featuring all four Matildas saw a different side of their artistic talents when decorating their own chocolate tortes. Guided by Miss Maud and her pastry chefs and judged by the show's imitable chocolate cake lover, Bruce Bogtrotter the hilarious and often wise comments of the four Matildas and Bruce can be seen in the classic video posted on YouTube. Miss Maud-Matilda the Musical Bake-Off Video Part 1 here with Part 2 to be released this week along with a clip of the Miss Maud-Matilda Book Swap. Watch it and please share it. Kids and parents will love it. <https://youtu.be/TQcrfpgelBw>

The Royal Shakespeare Company's *Matilda the Musical* premiered in Perth recently to unqualified rave reviews making it the talk of the town and the hottest ticket around. **(ENDS)**

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