

The much-loved and popular *Gruffalo* returns to the Royal Opera House, Mumbai to celebrate his 20th birthday

For Immediate Release

It's a monster birthday!

In celebration of the **20th Anniversary of *The Gruffalo***; **Pan Macmillan India, Peek-A-Book, Royal Opera House, Mumbai** and **Avid Learning** invite you to an energetic morning of singing, dancing, puppets and photo-ops with the much adored monster!

Julia Donaldson and Axel Scheffler's – *The Gruffalo* is an undisputed modern classic and has become a bestselling phenomenon around the world. This award-winning rhyming story of a mouse and a monster has found its way into the hearts and bedtimes of an entire generation of children over the past twenty years and will undoubtedly continue to enchant us all for many years to come.

Last year, we hosted the beloved author and creator of the character – Julia Donaldson herself, who enthralled kids with delightful performances of her most popular stories and songs and now, on the occasion of his 20th birthday, *The Gruffalo* returns to the Royal Opera House.

At the Royal Opera House, Mumbai, we are committed to the cultural growth of our youngest audience members. In this respect, we constantly strive to lend our stage to fun, interactive and educational children's programming. In the past, we have hosted inspirational children's book launches and supported NGOs like the Akanksha Foundation that empower children's lives. We also hosted our first children's literature festival the popular Peek-A-Book Festival last year.

Come celebrate with the adorable monster that everybody loves!

WHERE: Royal Opera House, Mama Parmanand Marg, Mumbai – 400 004

WHEN: Monday, 21st July 2019 | 11:00 AM – 12:00 PM

TICKETS: www.insider.in

PRESS EMAIL / CALL: Ayeshah Dadachanji on ayeshah.avid@gmail.com / +91 9820155297

About *The Gruffalo*

A mouse took a stroll through the deep dark wood. A fox saw the mouse and the mouse looked good. Walk further into the deep dark wood, and discover what happens when a quick-witted mouse comes face to face with a fox, an owl, a snake ... and a hungry Gruffalo! This award-winning rhyming story of a mouse and a monster has found its way into the hearts and bedtimes of an entire generation of children over the past twenty years, and will undoubtedly continue to enchant children for years and years to come.

About Partners

One of the top five publishers in India, **Pan Macmillan India** is one of the newest and fastest growing publishers in the country today. Set up in 1998, Pan Macmillan India began full-scale publishing operations in India in August 2010.

Some of Pan Macmillan's authors include V.S. Naipaul, Aravind Adiga, Ramachandra Guha, Alan Hollinghurst, Jeffrey Archer, Wilbur Smith, David Baldacci, Alan Sugar, Pankaj Mishra, Patrick French, David Vise, Amitava Kumar, Ken Follett, Robin Cook, Peter James, Nelson Mandela, Colm Toibin, Cormac McCarthy, John Banville, Emma Donoghue, Roberto Bolaño, Kunal Basu and Rupa Bajwa and in its children's list, Julia Donaldson, Meg

Cabot, Alyson Noël, Judy Blume, Eva Ibbotson, Anthony Horowitz, Andrew Lane and Steven Feasey. Pan Macmillan India has, until recently, been publishing only under the Picador imprint. The company has now added Pan and Macmillan, two new imprints to cover its local commercial fiction and non-fiction publishing.

Peek-A-Book is a one-of-a-kind literature festival for children from 3 years to 14 years. It is a one-day festival that celebrates the latest books, stories and great literature for children. The festival is built around children stories and books featuring some of the country's best-selling children's authors, finest professional book illustrators and designers, performance story-tellers, theatre artists, creative competitions and performances. It is an event that takes children into imaginary worlds to immerse them in the delights of language and art that allows children to broaden their experiences and spend quality time with family. Team Peek-A-Book has been creating curated and stand-alone festivals and immersive literary experiences for over five years.

Royal Opera House, Mumbai is widely touted as Mumbai's Cultural Crown Jewel and India's only surviving Opera House. The original idea for the space was conceived of in 1908, inaugurated in 1911 by King George V, and eventually completed in 1916. The design incorporated a blend of European and Indian detailing. The space became a cinema in later years before falling into disrepair and shutting by the 1990s. Fittingly, the space has been owned by the Royal Family of Gondal since 1952 and was eventually restored by conservation architect, Abha Narain Lambah under the leadership of His Highness, Maharaja Shri Jyotendrasinhji of Gondal. The Royal Opera House Mumbai, now one of the last remaining Baroque structures in the city, reopened after 23 years in October 2016. The building was included on the 2012 World Monuments Watch to raise awareness about its history and significance, and support preservation efforts. The building has since been recognized with an Award of Merit in the 2017 UNESCO Asia-Pacific Awards for Cultural Heritage Conservation. The restored facilities feature a 575-seater 3-level auditorium with an orchestra pit and state of the art technological upgradations, including acoustics, stagecraft, lighting and air-conditioning, alongside retaining the old world charm of the proscenium stage, the royal boxes and the magnificent regal chandeliers. Some more enhancements to the venue include a motorized screen, co-axial ceiling speaker system, Four-zone volume control and all round wifi access. Today, it stands as a key performance and creative hub in the city's cultural landscape, while being a premier heritage landmark. *Facebook: MumbaiOpera Twitter: @MumbaiOpera Instagram: @mumbaiopera*

Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 1000 programs and connected with more than 125,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation.

Facebook : www.facebook.com/Avidlearning; Twitter : www.twitter.com/Avidlearning; Instagram: @avidlearning