

'I have always felt that cardboard baddies make weak heroes and that Harry deserved a really deluxe model, so I have done my best to make Lord Voldemort a real person, red eyed and snakelike though he might be' **J.K. Rowling**

The BigBadWrite

Who would be your ideal supervillain?

What story would you write about them?



On Monday 14th May Bloomsbury will be launching a brand new competition to get young people in the UK to create their own supervillain and write a short story about them. Supported by *Borders*, *First News* and *The National Literacy Trust* the **BigBadWrite** aims to encourage young people to develop their writing skills and find inspiration from the written word.

The competition is open to 8-16 year olds and full details can be found at **www.bigbadwrite.com** or on flyers available at Borders stores. The winning story will be published in *First News*, the first national newspaper for children.

And who wouldn't want to write about villains? They get the best lines, the smartest costumes and come up with the grandest plans for world domination. You've only got to look at classic villains such as Count Olaf, Cruella DeVil and Lord Voldemort to see how wonderfully wicked they can be.

The **BigBadWrite** is launched to celebrate the paperback publication of Mark Walden's children's novel **H.I.V.E.**, an action-thriller about a young boy, Otto Malpense, who finds himself at a mysterious school where he is to be trained as a master villain. Mark Walden has always been intrigued by villains: '*You can get away with a lot more with a villain, they can do things that would be wholly out of character for the hero and for me that makes them far more interesting*'

The **BigBadWrite** follows on from the success of the BigBadRead, a poll to find the nation's favourite villain in a children's book. Over 18,000 people voted and Lord Voldemort was crowned the winner. The BigBadRead publicity campaign won the London Book Fair Award for a Children's Book and was shortlisted for the Midas PR Publicity Campaign of the Year.

The BigBadWrite launches on 14th May and runs until August 10th.

The winning story will be announced in September.

**[Mark Walden is available for interview to discuss
The BigBadWrite, H.I.V.E and villainy in general!](#)**

For more information or to arrange an interview please contact
Ian Lamb on **020 7494 6340** or **ian_lamb@bloomsbury.com**



Editor's Notes:

The BigBadRead was an online poll to find the nation's favourite literary villain from a children's Book. The poll launched in May 2006 and closed in September 2006. Over 18,000 people voted in the BigBadRead and Lord Voldemort from the *Harry Potter* series was voted No.1. Sauron from *The Lord of the Rings* took second place and Mrs. Coulter from Philip Pullman's *His Dark Materials Trilogy* was third. For a full list of the top twenty you can download the press pack from www.bigbadread.co.uk.

Mark Walden spent ten years working as a video games designer and producer. He recently left the industry to become a full-time dad. Whilst working in the games industry Mark helped to create all sorts of different games from football games to dancing games and everything in between. The games required more and more people to create, sometimes Mark headed teams that included over one hundred people working on one game for two years, and Mark became interested in exploring other creative outlets. Writing had always been a hobby for him but it was only when the idea for *H.I.V.E.* came to Mark that he really dedicated himself to completing a full novel.