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## **ABRAMS CHILDREN'S BOOKS ANNOUNCES MAGIC CAT, A NEW ILLUSTRATED NONFICTION AND GIFT IMPRINT LAUNCHING FALL 2020**

Founded by award-winning publishers Rachel Williams and Jenny Broom,  
Magic Cat will publish exclusively in North America with ABRAMS

New York, NY [September 5, 2019] – Andrew Smith, Senior Vice President and Publisher of Abrams Children's Books, announced today the addition of Magic Cat as a new imprint of Abrams Children's Books from award-winning publishers Rachel Williams and Jenny Broom. Magic Cat is a new children's independent publishing house, based in London, aimed at a global audience of readers. The imprint will launch in North America through Abrams Children's Books starting in Fall 2020.

Magic Cat will publish illustrated nonfiction and gift books for readers 0 to 12 years that encourage children to dream big and celebrate the art of storytelling in innovative formats. The imprint will launch with titles on topics ranging from bedtime and magical creatures to ways to change the world.

Magic Cat will be Williams and Broom's third creative venture together. Both are credited with pioneering a renaissance in illustrated children's nonfiction through their previous imprints, Big Picture Press and Wide Eyed Editions, and the bestselling series Little People Big Dreams, which they commissioned for the Frances Lincoln Children's Books imprint.

"We have long admired the beautiful, innovative, and wide-ranging books Rachel and Jenny have published throughout the years," said Andrew Smith. "The exciting new list they're developing for Magic Cat is a perfect complement to our existing publishing program. We're thrilled and honored by this collaboration and we welcome them to the ABRAMS family."

"ABRAMS has a team that understands the 'magic' formula of bookmaking, and we're delighted to be working with them on our new list," said Rachel Williams.

"We look forward to reaching out to their readers and inspiring them to live out their dreams, whatever their background, gender, or ethnicity," added Jenny Broom.

Magic Cat titles will launch in the UK in Spring 2020, distributed by Abrams and Chronicle, and in Australia and New Zealand by Walker Australia. They will be published as a new imprint of Ronshin Group in China.

### **About Abrams:**

Founded in 1949, ABRAMS was the first company in the United States to specialize in publishing art and illustrated books. The company continues to publish critically acclaimed and bestselling works in the areas of art, photography, cooking, craft, comics, interior and garden design, entertainment, fashion, and popular culture as well as narrative nonfiction and new works of fiction for adults; children's books ranging from middle grade to young adult fiction to picture books to board books. ABRAMS creates and distributes brilliantly designed books with the highest production values under the following imprints: Abrams; Abrams ComicArts; Abrams Image; Abrams Press; The Overlook Press; Abrams Books for Young Readers; Amulet Books; Abrams Appleseed; and a gift and stationery line, Abrams Noterie. ABRAMS also distributes books for 5 Continents Editions, Booth-Clibborn Editions, Cameron + Company, Alain Ducasse Édition, Getty Publications, Ludion, The Museum of Modern Art, Obvious State, SelfMadeHero, Tate Publishing, V&A Publishing, and The Vendome Press.