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DIVE INTO *THE DEEP END* THIS FALL! *DIARY OF A WIMPY KID 15* TO BE PUBLISHED OCTOBER 27, 2020 TITLE AND COVER REVEALED

The fall season brings two brand-new Wimpy Kid World books
from #1 internationally bestselling author Jeff Kinney

New York, NY (May 26, 2020)—Amulet Books, an imprint of Abrams Children’s Books, revealed today the title and cover of the eagerly anticipated fifteenth installment in the global bestselling series by Jeff Kinney. Releasing in hardcover and ebook editions, *The Deep End (Diary of a Wimpy Kid Book 15)* will be simultaneously published in twenty-five countries across the world on October 27, 2020. Charles Kochman, Abrams editorial director and Kinney’s longtime editor, will edit the new book. Diary of a Wimpy Kid books are published in 76 editions in 64 languages, and, in just 13 years, more than 250 million copies of the books have been sold globally.

In *The Deep End*, Greg Heffley and his family hit the road for a cross-country camping trip, ready for the adventure of a lifetime. But things take an unexpected turn, and they find themselves stranded at an RV park that’s not exactly a summertime paradise. When the skies open up and the water starts to rise, the Heffleys wonder if they can save their vacation—or if they’re already in too deep.

Fans across the world who normally count down for a full year to read a new Wimpy Kid installment will now only have to wait three months between books. This fall marks the publication of two new Wimpy Kid World books in one season; *Rowley Jefferson’s Awesome Friendly Adventure* will be published on August 4, 2020. In Kinney’s first fantasy novel, readers will join Roland the Kind and his best friend, Garg the Barbarian, as they leave the safety of their village and embark on a quest to save Roland’s mom from the White Warlock.

Rowley Jefferson’s Awesome Friendly Adventure is the follow-up to *Diary of an Awesome Friendly Kid*, which was published in April 2019 and immediately reached #1 on the *New York Times*, *USA Today*, and *Wall Street Journal* bestseller lists and in every country in which it was published. More than a year later, it remains at the top of those lists.

Both books will be supported by a multipronged marketing and publicity campaign, including partnerships with social media influencers, major advertising, dynamic digital content, and promotions targeting teachers and librarians.

Published in 2007, the first Diary of a Wimpy Kid book was an instant bestseller and has remained on the *New York Times* bestseller list since its publication and through the release of the fourteenth book for more than 669 weeks total. The series is also a fixture on the *USA Today*, *Wall Street Journal*, *Publishers Weekly*, and IndieBound bestseller lists.

About the Author

Jeff Kinney is a #1 *New York Times* bestselling author and a six-time Nickelodeon Kids’ Choice Award winner for Favorite Book for his Diary of a Wimpy Kid series. Jeff has been named one of *Time* magazine’s 100 Most Influential People in the World. He is also the creator of Poptropica, which was named one of *Time*’s 50 Best Websites. He spent his childhood in the Washington, D.C., area and moved to New England in 1995. Jeff lives with his wife and two sons in Massachusetts, where they own a bookstore, An Unlikely Story. For more Wimpy Kid, visit wimpykid.com.



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