**THE ROALD DAHL LITERARY ESTATE AND GOOGLE-BACKED PERSONALIZED PUBLISHER WONDERBLY UNLOCK THE GATES OF WILLY WONKA’S CHOCOLATE FACTORY FOR ALL-NEW LITERARY ADVENTURE**

**MY GOLDEN TICKET**

***A beautifully illustrated story opens doors to never-before-seen rooms of Willy Wonka’s factory and, leveraging state-of-the-art personalization technology, takes each child on their own magical factory journey***

***Book created by Wonderbly in partnership with the Roald Dahl Literary Estate, available to order exclusively at*** [Wonderbly.com](http://www.wonderbly.com)

**September 7th, 2017—**The gates of Willy Wonka’s world-famous Chocolate Factory open once more today with the debut of the brand new, delicious literary adventure **MY GOLDEN TICKET**—the first book in more than four decades set in Roald Dahl’s wonderful world of Wonka. A collaboration between the Roald Dahl Literary Estate, and the hottest new publisher on the children’s book scene, Google-backed personalized startup, Wonderbly, **MY GOLDEN TICKET** is a magical new Wonka experience – and in true Wonka style, no two adventures will be the same. Through the amazing intersection of storytelling, illustrations and personalized technology, each reader will experience a truly unique journey!  This is the book that fulfils the dream of millions of kids of all ages: their very own Golden Ticket.

**MY GOLDEN TICKET** was created by the team at Wonderbly, in close collaboration with the Roald Dahl Literary Estate.  The book is available today to order exclusively at Wonderbly.com for $28.99 softcover / $35.99 hardback.  What are you waiting for? Your personalized journey inside Willy Wonka’s Chocolate Factory awaits!

In this ingenious new Wonka adventure, each reader becomes a Golden Ticket winner, and is led on an unforgettable personal journey – visiting some of the candy rooms from the original story book and the two major movies, as well as brand new, awe-inspiring destinations – filled with out-of-this-world candy. Some of the factory rooms featured in **MY GOLDEN TICKET** have never been seen before—and are taken from Roald Dahl’s original notes – whilst other rooms that were passing references in the original book, now get the full spotlight.

While many elements of the book were created based on the original story of *Charlie and the Chocolate Factory*, many of the delightful candy illustrations were inspired by chocolate and sweets advertisements of the 1940s, 50s, and 60s.  Illustrator Adam Hancher researched and collected these images and let them inform his creative process with the result being beautiful, whimsical, and tasty treats that look delicious enough to take off the pages and eat!

Where will your tour take you? Which rooms will you visit? That’s where Wonderbly’s highly sophisticated technology comes in. Personalization plays into every part of your adventure: from the rooms you visit, to your Wonka-fied family tree, a custom candy bar built just for you, to your own candy song, and much more.  No child’s adventure will be quite the same as their friend’s or sibling’s – and so they can compare books to see just how different each journey is.

**MY GOLDEN TICKET** is published on September 7th, just ahead of Roald Dahl Day - the annual, global celebration of the world’s number one storyteller, his beloved stories and unforgettable characters. Roald Dahl Day happens on and around September 13th, the author’s birthday.

Asi Sharabi, CEO of Wonderbly, said, “It has been an amazing privilege to work with the Roald Dahl Literary Estate to bring to life and re-open the gates of one of the most iconically imaginative worlds of children’s literary history. The fruitful collaboration with the estate has created an impossibly personal and wildly imaginative book that will send children’s imaginations soaring. This new and exciting book really embodies our mission to make children believe that they can be and do anything they can imagine; that any story they imagine could be their story.”

Luke Kelly, Managing Director of the Roald Dahl Literary Estate and Roald Dahl’s grandson, adds “If Wonka himself were to make books, we believe he would have injected Wonderbly’s inventive formula.”

Wonderbly has been a pioneer in leveraging technology to create beautiful and fascinating personalized kids’ books.  Their first title, *Lost My Name,* used the letters of each child’s name in a bespoke algorithm to create a unique adventure for the child. *The Incredible Intergalactic Journey Home* utilized Bing maps and generative art to create a mind-blowing adventure around the solar system all the way back to their front door.  Wonderbly recently announced an $8.5 million Series B round led by Ravensburger, a leading European publisher of games, puzzles, and children’s books. In total, Wonderbly has sold 2.7 million copies of their books worldwide in 10 different languages.

Roald Dahl’s beloved *Charlie and the Chocolate Factory* was published in 1964, and follows the adventures of young Charlie Bucket inside the chocolate factory of inventive confectioner, Willy Wonka.  The book’s sequel, *Charlie and the Great Glass Elevator,* was published in 1972.  There have been two major movie adaptations of the original book, plus a hit stage musical currently wowing audiences on Broadway. *My Golden Ticket* is the first new story set in Wonka’s factory.

**About Wonderbly**

Wonderbly is a marvellously unusual, award winning publishing startup that plays in the intersection of storytelling and technology. We’re on a mission to inspire boundless self-belief in children through clever and sophisticated personalisation. Formerly known as Lost My Name, we found a new name in July 2017 and Wonderbly was born.

We are building a new class of global publishing business that brings millions of people into our superbly high quality products – as creators and audiences – and in doing so empowers them to build connections with each other and with us. We’re doing this by creating new kinds of publishing and media products – ones that are infused with data – personal, practical, educational, artistic and emotional. This combination of individual data (customer IP) and unique, brilliantly executed, innovative products (Wonderbly IP) is what will make our company a major player in the future of publishing.

To date, we have made over 2.7 million children in more than 200 countries gasp and giggle.

**About Roald Dahl Estate**

Roald Dahl was a spy, ace fighter-pilot, chocolate historian and medical inventor. He was also the author of Charlie and the Chocolate Factory, Matilda, The BFG and many more brilliant stories.

He remains the World’s No.1 storyteller.

Born in Cardiff of Norwegian descent, Roald Dahl (1916–1990) joined the RAF at the age of 23 and began writing, initially for adults, after being injured in a plane crash during WW2.

Sitting in a hut at the bottom of his garden, surrounded by odd bits and pieces such as a suitcase (used as a footrest), his own hipbone (which he’d had replaced) and a heavy ball of metal foil (made from years’ worth of chocolate wrappers), he went on to write some of the world’s best-loved children’s stories. His first children’s story, James and the Giant Peach, was published in 1961, was a hit and every subsequent book became a best-seller.

Today, his stories are available in 58 languages and, by a conservative estimate, he has sold more than 250 million books. Many of these stories have also been adapted for stage and screen, including the 1971 film classic Willy Wonka and the Chocolate Factory, Wes Anderson’s acclaimed Fantastic Mr Fox, Steven Spielberg’s spectacular adaptation of The BFG, the multi-award winning Matilda The Musical from the RSC with music by Tim Minchin and the stage musical production of Charlie and the Chocolate Factory, currently playing to sell-out audiences on Broadway.

Roald Dahl Day is the biggest author-led cultural moment globally - and is growing annually. In a poll commissioned by Canon in May 2017, Roald Dahl was voted the Greatest Storyteller of All Time. In June 2017, three books by Roald Dahl – Charlie and the Chocolate Factory, The BFG and Matilda – topped a poll commissioned by the CILIP Carnegie and Kate Greenaway Medals to find the UK’s favourite children’s book. In a 2015 Sainsbury’s poll to mark World Book Day - and find 50 books every child should read by the age of 16 - Charlie and the Chocolate Factory was the most recommended book and Roald Dahl was the most recommended children’s author.

Roald Dahl said, “*If you have good thoughts they will shine out of your face like sunbeams and you will always look lovely*.”

We believe in doing good things. That’s why ten percent of all Roald Dahl income\* goes to our charity partners. We have supported causes including: specialist children’s nurses, grants for families in need, and educational outreach programmes.

Find out more at roalddahl.com.

The Roald Dahl Charitable Trust is a registered UK charity (no. 1119330).

All author payments and royalty income net of third party commissions.