



Tunnel vision (l to r): *Tunnels* authors Roderick Gordon and Brian Williams, pictured at the Williamson Tunnels in Liverpool

## *Tunnels* enjoys boost

### Reprint after publicity blitz

**F**ollowing the extensive publicity for Roderick Gordon and Brian Williams' *Tunnels*, Chicken House has already put through a reprint of 30,000, on top of its 20,000 initial print-run. The title is officially published next Tuesday, but is already in the shops, having been brought forward from September to go head-to-head with the final *Harry Potter*.

Chicken House MD Barry Cunningham cleverly used his Potter connections – he was the editor who signed JK Rowling for

Bloomsbury before he left to go out on his own – and the media bit willingly, with many 'Is This the Next *Harry Potter*?' features in the nationals, as well as an interview on BBC Radio 4's *Today*.

The publicity helped the title reach Amazon.co.uk's pre-order chart top 20, at one time just below the children's and adult editions of *Harry Potter and the Deathly Hallows*. Originally self-published in March 2005 as *The Highfield Mole*, the re-titled book is now a potential bestseller.

"We definitely had people coming in and asking for it because of

the *Today* programme," said Lesley Agnew from the Muswell Hill Children's Bookshop, echoing comments from Tamara Linke of Herne Hill's Tales on Moon Lane. "We've ordered up more, but whether this carries on depends on the reaction of the readers."

Waterstone's Children's Category Manager Wayne Winstone said the radio coverage helped. "Sales last week were very strong, which was certainly down to the publicity," he said. "For the profile of our customer base, the *Today* programme has a very good effect."