



25th June 2015

MUSWELL HILL PRIMARY SCHOOL PUPILS ITCHING TO MEET AUTHOR AND RADIO 2 PRESENTER SIMON MAYO

On Thursday 25th June 2015, Simon Mayo, one of Britain's best-loved and well-known radio presenters, visited the Children's Bookshop, Muswell Hill for an exclusive audience with Year 6 pupils from Muswell Hill Primary School. Simon talked to the pupils about his bestselling action adventure series – ITCH, the Explosive Adventures of an Element Hunter - followed by a book signing. This is just one event taking place across the country to celebrate Independent Bookshop Week (20th-27th June 2015).

The three books in the series: ITCH, ITCH Rocks and ITCH Craft, follow the adventures of Itchingham Lofte - an ordinary 14 year old boy, with one extraordinary mission – to collect all the elements in the periodic table.

Simon has worked on BBC radio since 1981 and is now the presenter of 'Drivetime' on BBC Radio 2, which features the regular 'Book Club' show. He is also the co-presenter of 'Kermode and Mayo's Film Review' on BBC Radio 5 Live. In 2008, Mayo was recognized as the 'radio broadcaster of the year' at the 34th annual Broadcasting Press Guild Awards and the 'Speech Broadcaster of the Year' at the Sony Radio Academy Awards.

Commenting on his visit to the Children's Bookshop, Simon says: "I was thrilled to visit the Children's Bookshop which I understand has been serving customers for over 40 years. The children from Muswell Hill Primary were a delightful audience. They are clearly avid readers and very lucky to have such a wonderful bookshop on their doorstep. I love talking about ITCH and hope they keep on reading!"

11 year old Ahmed, a pupil from Muswell Hill Primary, adds: "Science is my favourite subject, and I have been really excited about meeting Simon, who has written about a character who likes science too. I now want to be an Element Hunter like Itch in the book, and I've also told my teacher I am going to learn the periodic table by heart!"