

'In the old days villains had moustaches and kicked the dog. Audiences are smarter today. They don't want their villain to be thrown at them with green limelight on his face. They want an ordinary human being with failings' **Alfred Hitchcock**

The BigBadRead

Who is your favourite literary villain?

Which baddie from a book do you secretly love?

Bloomsbury is launching a UK wide search to find the nation's favourite literary villain in a children's book. From Cruella DeVille to Moriarty, from Bill Sikes to Voldemort there have been hundreds of villains that readers have enjoyed hating. But which one is the ultimate baddie?

With the help of several Children's Books Experts, Bloomsbury has drawn up a list of 40 of those most vile villains. These can be found at www.bigbadread.co.uk where you can vote for your favourite. If there is a villain missing then there is also the opportunity to add to the list.

The BigBadRead is inspired by Mark Walden's debut children's novel **H.I.V.E.** Standing for Higher Institute of Villainous Education, **H.I.V.E.** is a comedy thriller about a young boy, Otto Malpense, who finds himself at a mysterious school where he is to be trained as a master villain. H.I.V.E is the second school, along with Hogwarts, on Bloomsbury children's list that readers will wish they could attend.

Mark Walden has always been intrigued by villains: *'Who wouldn't want to write about villains? They have the best lines, the best costumes and the best toys! You can get away with a lot more with a villain too, they can do things that would be wholly out of character for the hero and for me that makes them far more interesting'*

Supported by The National Reading Campaign, The BigBadRead is launched on 22nd May and people can vote for their favourite villain by visiting the website www.bigbadread.co.uk. The winning villain will be announced on Monday 4th September.

**Mark Walden is available for interview
to discuss The BigBadRead and H.I.V.E**

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