

# Trevor Noah Into the Uncut Grass

UK pub date: 2nd November 2023 (US pub date: 31st October 2023)

HB £20 | 128pp | Full colour throughout

From the global comedy superstar and international number one bestselling author of *BORN A CRIME* comes this gorgeously illustrated and moving modern fable about forgiveness, acceptance and the secret to solidarity.

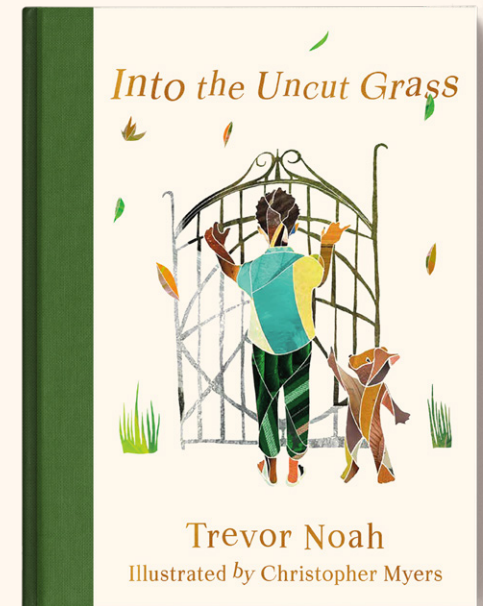


## THE OVERVIEW

- **CONTENT:** A 1,000 word colour illustrated fable about a young boy who runs away from home and into the long, uncut grass behind his house where he begins a series of adventures with a group of fantastical characters
- **AUTOBIOGRAPHICAL ANGLE:** The major themes of the book – home, belonging and over-coming differences – and the main character are loosely based on Trevor’s own childhood
- **EXTRA CONTENT:** Includes an introduction from Trevor
- **READERSHIP:** The perfect gifting book that will delight readers of *The Boy, The Mole, The Fox and The Horse* (over 1.6 million TCM) as well as Trevor’s global fanbase

## THE PUBLICATION

- **UK publication date 2<sup>nd</sup> November / US publication date 31<sup>st</sup> October**
- **A major US superlead title** with a first print run of 150,00 – 175,000 copies
- **A massive US publication media** campaign planned – as with *BORN A CRIME*, we will work closely with Trevor’s team and US publishers to maximise all activity
- Currently in the middle of his global ‘Off the Record’ stand up tour, **Trevor will be in the UK from the 21<sup>st</sup> to 25<sup>th</sup> November**, with sold out shows at the Glasgow Hydro and London’s O2 Arena
- The UK PR are huge fans for Trevor with everyone from **the Guardian to BBC One, Graham Norton and beyond** keen to speak to him on publication. There will be an unmissable UK campaign for the book, harnessing Trevor’s multi-million online following, and including top line sales driver PR during his UK trip



## THE AUTHOR

- Already established as a major name in the publishing world – his previous book **BORN A CRIME** was a **number 1 international bestseller** and has sold **more than 680,000 copies** across all formats in the UK since publication (22k hardback, 49k tpb, 370k paperback, 117k ebook, 126k audio)
- **BORN A CRIME** is currently being adapted for the big screen, with Lupita Nyong'o attached to play Noah's mother
- Seven years at the helm of Comedy Central's flagship The Daily Show, with his departure making global headlines
- A huge global social media presence (**30 million followers total**) to harness  
Twitter: **11.8 million**, Instagram: **8.5 million**, Facebook: **9.4 million**
- Currently touring his sell out 'Off the Record' stand up show worldwide, with multi-date arena shows across the US, Europe and South Africa

OVER  
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COPIES  
SOLD

