

--FOR IMMEDIATE RELEASE- DATE TK--

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**HARPERCOLLINS CANADA ANNOUNCES DETAILS OF A HIGHLY-ANTICIPATED  
NEW FOUR-BOOK SERIES BY LEMONY SNICKET  
WITH ILLUSTRATIONS BY CANADIAN ARTIST SETH**

TORONTO— HarperCollinsCanada announced today the title, on sale date, and illustrator of a highly anticipated new series by internationally acclaimed Lemony Snicket. *ALL THE WRONG QUESTIONS* is Lemony Snicket's first authorized autobiographical account of his childhood and will be told in four volumes featuring illustrations throughout by critically acclaimed Canadian artist Seth. *Who Could That Be at This Hour?*, the first volume in the series, launches in e-book and print formats on October 23, 2012.

Drawing on events that took place during a period of his youth spent in a fading town, far from anyone he knew or trusted, Snicket chronicles his experiences as an apprentice in an organization nobody knows about. While there, he began to ask a series of questions – wrong questions that should not have been on his mind. *Who Could That Be at This Hour?* is Snicket's account of the first wrong question.

[Mr. Snicket, could you please provide a quote regarding the series to be inserted here? – V.V.]

HarperCollinsCanada Vice-President, Publisher and Editor-in-Chief Iris Tupholme said, "As Lemony Snicket's Canadian publisher for more than a decade, we are thrilled to be bringing his exciting new series to both longtime fans and new readers, and it is time his storied past was revealed. We are equally delighted that Seth, whose work is esteemed around the world, will be his creative collaborator."

One of Canada's best known and celebrated graphic artists, Seth's work includes the Palookaville series, *It's a Good Life, If You Don't Weaken*, *Wimbledon Green*, *Clyde Fans*, and *The Great Northern Brotherhood of Canadians*. His work has appeared in *The Washington Post*, *Details*, *Spin*, *The New York Times*, and *Saturday Night*. In September, Seth was awarded the 2011 Harbourfront Festival Prize, the first graphic artist to win this honour.

[Seth to provide quote if and when he recovers from the trauma of your last encounter. I have been asked to gently remind you that artists are delicate and can be easily thrown off their deadlines. – V.V.]

The advent of *ALL THE WRONG QUESTIONS* will reunite Snicket with his longtime representative Daniel Handler who has just completed a book tour for his Printz Honor winning young adult book, *Why We Broke Up*, also published by HarperCollinsCanada, which was described as "beautifully rendered" by the *New York Times* and "sometimes parodic, sometimes lyrical — just like high school romance" by *The Toronto Star*.

Hadley Dyer, Executive Editor of Children's Books says, "While we have been dazzled by the success of *Why We Broke Up*, which has received no fewer than six starred reviews from major publications, it is time Mr. Handler resumed his humble work by Mr. Snicket's side, a fact which he has accepted with minimal fuss and tears [fact-checking – H.D.]."

HarperCollinsCanada publishes fiction, non-fiction, and books for children and young adults, as well as religious and reference books. HarperCollins imprints in Canada include HarperCollins, HarperPerennial, Harper Weekend, HarperTrophyCanada, Collins, and Phyllis Bruce Books. These imprints publish many of Canada's finest writers, including Kenneth Oppel, Emma Donoghue, Lawrence Hill, Arthur Slade, Dennis Lee, and Margaret Trudeau, as well as acclaimed writers from around the world, such as Jonathan Franzen, Hilary Mantel, Jasper Fforde, Helen Dunmore, and Darren Shan.

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