



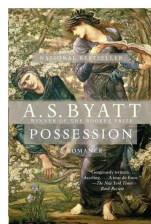
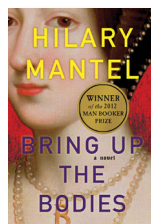
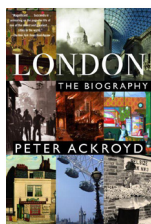
# Ireland, Scotland & England

Digging through Seamus Heaney's papers in Dublin at the National Library, reveling in a festival on the Royal Mile in Edinburgh in between breaks in local howffs for Scotch whiskey, and punting down the River Cam while gazing at the gothic architecture of Cambridge University, all await you in Ireland, Scotland, and England in March.

**For a complete list of Lonely Planet titles to anchor your promotion, please see reverse side.**



## OTHER SUGGESTED TITLES



### Fiction

*Ulysses* by James Joyce  
*Possession* by A.S. Byatt  
*The Granta Book of the Irish Short Story* edited by Anne Enright  
*The Horse's Mouth* by Joyce Cary  
*Rebecca* by Daphne du Maurier

### Nonfiction

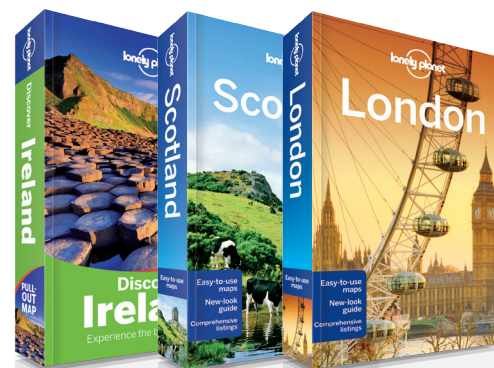
*Irish Journal* by Heinrich Böll  
*London IQ: The Trivia Game for Londoners*  
*London* by Peter Ackroyd  
*A People's History of Scotland* by Chris Bambery  
*Angela's Ashes* by Frank McCourt

### Children's

*Paddington Bear* by Michael Bond  
*The Secret Garden* by Frances Hodgson Burnett  
*The Island of Horses* by Eilis Dillon  
 Books by Beatrix Potter  
*The Last Snake in Ireland* by Sheila Macgill-Callahan

### Cooking

*Paul Hollywood's Pies and Puds* by Paul Hollywood  
*My Irish Table* by Cathal Armstrong  
*Tom Kerridge's Proper Pub Food* by Tom Kerridge  
*The Complete Nose to Tail* by Fergus Henderson  
*Notes from the Larder* by Nigel Slater



## COMMUNITY EVENT IDEAS

- » **Host a St. Patrick's Day party** on March 17th by celebrating James Joyce, Samuel Beckett, Seamus Heaney, Eilís Dillon, Oscar Wilde, W. B. Yeats, and other favorite Irish authors.
- » **2015 marks the 100th anniversary** of Virginia Woolf's *The Voyage Out*, and the 200th Anniversary of Jane Austen's *Emma*.
- » **Celebrate International Women's Day** in March on March 8th by creating a table dedicated to Woolf, Austen, and the other leading ladies of British literature.
- » **Films to watch:** *My Dog Tulip*, *The Commitments*, *My Left Foot*, *Hard Day's Night* and of course *Downton Abbey* on the telly
- » **Host a Dr. Who party** with trivia contests, Whovian merchandise, and screenings of the popular series.



## TRIVIA for shelf talkers, in-store contests or social media feeds

1. **What Welsh village holds the record for having the longest one-word name in Europe?** (Answer: *Lanfairpwllgwyngyllgogerychwyrndrobwlllantysiliogogogo*, Wales)
2. **What is the official animal of Scotland?** (Answer: *The Unicorn*)
3. **Many Irish family names start with "Mac" or "O", which means what respectively in Gaelic?** (Answer: "son of ..." and "grandson of ...")

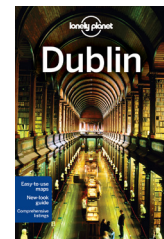


After researching top travel trends for the year, Lonely Planet has chosen the following destination and key titles for this month's promotion. To encourage your participation in our Destination of the Month program, we are offering **50% off and free freight on 10+ units**. Offer good on a single order, February 1 through February 21, for March promotions.

ISBN	TITLE	PUB DATE	PRICE	QUANTITY
9781741048261	British Language & Culture 3	3/1/13	8.99	_____
9781741040425	Cycling Britain 2	7/1/09	24.99	_____
9781742202037	Devon & Cornwall 3	1/1/14	24.99	_____
9781742205632	Discover Europe 3	12/1/13	29.99	_____
9781742205656	Discover Great Britain 3	7/1/13	27.99	_____
9781742207483	Discover Ireland 3	5/1/14	23.99	_____
9781742208800	Discover London 3	5/1/14	21.99	_____
9781742202044	Dublin 9	11/1/13	22.99	_____
9781742200507	England 7	3/1/13	24.99	_____
9781742204116	Great Britian	5/1/13	29.99	_____
9781742207490	Ireland 11	3/1/14	24.99	_____
9781742209869	Ireland's Best Trips 1	3/1/13	24.99	_____
9781741048155	Irish Language & Culture 2	3/1/13	8.99	_____
9781741797398	Lake District 2	2/1/12	19.99	_____
9781742208732	London 9	2/1/14	21.99	_____
9781743214213	Not for Parents Great Britain 1 [US]	10/1/12	14.99	_____
9781742200491	Pocket Edinburgh 3	1/1/14	13.99	_____
9781742208763	Pocket London 4	3/1/14	13.99	_____
9781743215708	Scotland 8	2/1/15	24.99	_____
9781742209920	Scotland's Highlands & Islands 3	2/1/15	21.99	_____
9781742201344	Wales 5	1/1/14	24.99	_____
	Ireland, Scotland & England Destination of the Month Table Sign (8 ½ x 11)	GRATIS		_____



▲ **Table sign (above)**  
(8 ½" x 11")



Please clearly indicate on your purchase order that you would like the "Destination of the Month Promotion."  
If you are submitting via EDI, please notify us in advance by emailing [customerservice@lonelyplanet.com](mailto:customerservice@lonelyplanet.com).

Account Name: _____	Account #: _____	PO# _____
_____	Phone _____	_____
Address _____	Email _____	_____

**TO ORDER:**  
**Toll Free:** (800) 275-8555  
 (9am to 5pm Pacific Time)  
**24-hour fax:** (510) 893-8563  
**Email:** [customerservice@lonelyplanet.com](mailto:customerservice@lonelyplanet.com)

**Office address:**  
 Lonely Planet Publications  
 150 Linden Street  
 Oakland, CA 94607  
[www.lonelyplanet.com](http://www.lonelyplanet.com)

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 for more Destination of the Month  
 content and ideas.

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