



Swallows and Amazon.co.uk - Brit kids enjoy traditional summer pursuits

June 9, 2006

June 9, 2006, London:

When they're not watching the World Cup this summer, Britain's boys are climbing trees, skimming stones and firing home-made catapults. That's the message picked up by Amazon.co.uk, who've noticed a massive surge in sales for the book *The Dangerous Book for Boys* by brothers Conn and Hal Iggulden - sales have leapt over 700% in the past week alone.

The book, packed full of traditional outdoor activities for boys (and men), is a compendium of those childhood activities we remember from our youth - from fishing to racing go-karts - alongside the essential information all men should know, such as the golden age of piracy and the laws of cricket. With the holidays on their way, it looks as though Britain's boys are set to escape their bedrooms in search of the sort of summer adventures that are the stuff of classic books like *Swallows and Amazons*.

"It looks as though the UK's children will be deserting the TV this summer to spend some time outdoors," says Kes Nielsen, Head Books Buyer of Amazon.co.uk. "Despite the massive popularity of iPods, MySpace and videogames, the success of *The Dangerous Book for Boys* seems to indicate a return to the simpler childhood pleasures of 50 years ago."

For further information please contact the Amazon.co.uk press office on 020 8636 9280.

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