

BRADLEY TREVOR GREIVE



BTG STUDIOS



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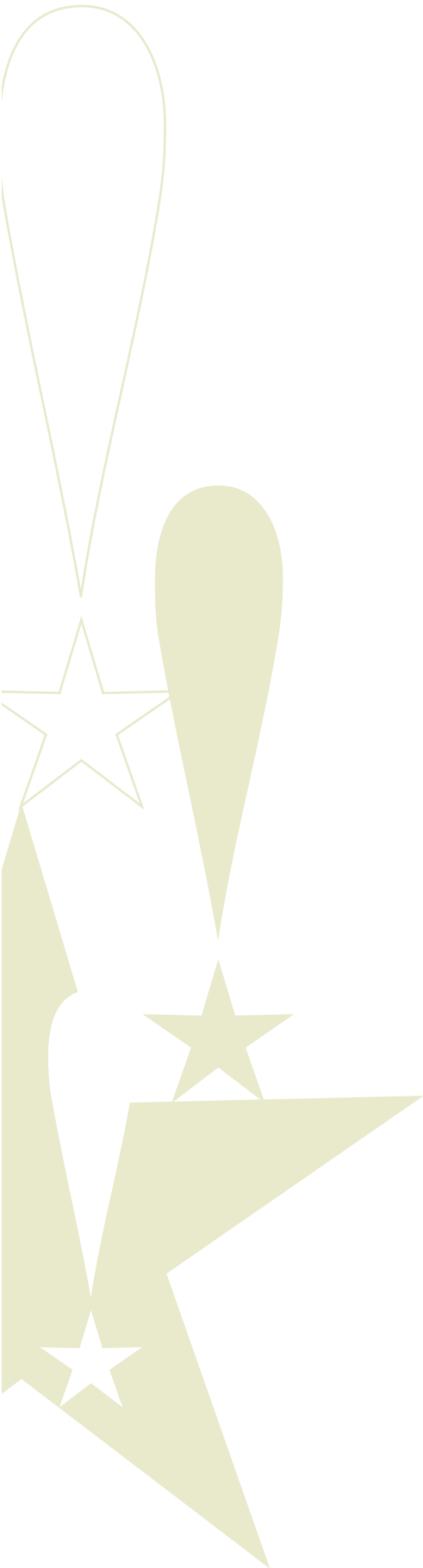
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BTG Who is he?



1970

- Born in Tasmania at Hobart Royal Hospital on 22nd February

1970-1979

- Lived in Scotland, England, Wales, Hong Kong and Singapore
- Terrified his mother by adopting all manner of insect and animal life

1979- 1988

- Returned to Sydney after living in Europe and Asia
- Continued to terrify his mother with Australian wildlife surprises

1988

- Completed HSC at Tweed Valley College
- School Captain, Sports House Captain, Regional Athletics Champion
- Academic prize (Dux), Sportsman Medal (Senior)

1988 - 1990

- Attended and graduated from The Royal Military College, Duntroon.
- Military exchange with Royal Thai Military Academy and tour of Thai / Cambodian border military installations and refugee camps

1990-1992

- Paratroop Platoon Commander with the 3rd Battalion of the Royal Australian Regiment (Para)
- Specialist Qualifications include: Airborne Operations, Air Mobile Operations, Survival, Mine Warfare & Anti Handling Devices (Instructor), Heavy Weapons -Direct Fire Weapons, Anti-Armour, Heavy Machine Guns (Instructor)

1992-1993

- Gave up regimented life of the military elite to undertake a series of underpaid but creatively enlightening positions including stints in advertising, modelling and table waiting. Highlight was dressing up as a giant red M&M

1994

- Launched *Fate* cartoons in Manly Art Gallery and Museum Newsletter
- Youngest Feature Cartoonist for The Sydney Morning Herald (Stay in Touch) with launch of *Great Beginnings* series

1995

- Launched *Bradley Trevor Greive Cartoon Series* (SMH - Stay In Touch)
- Held exhibition, *Laughing With A Mouthful Of Cheese* and launched six postcards featuring work from this exhibition
- Pitted himself against Members of Parliament at the 1995 Great Debate – and won

1996

- Creative Consultant/Writer for Godfrey Bigot's political comedy sketches on Channel Seven's Today Tonight program
- Cartoons included in Phillip Adams' contemporary Australian humour and satire anthology *Kookaburra*, published by Penguin

BTG Who is he? CONTD. 2



1997

- Solo, four-venue exhibition, *Home For The Hollandaise*
- Launched & exhibited at Museum of Contemporary Art, Sydney
- Creative Consultant for MTV Australia through Agency VCD
- Launched collection of BTG greeting cards
- Designed and launched *Lazy Bee* bed through Theme Products

1998

- Completed *The Blue Day Book*
- Created, wrote and directed *Agent Green*, three-minute clay and cell animated pilot. Sold to Nickelodeon and launched worldwide. (Still screening)
- Commissioned by MTV Aust. to write & produce 30 sec bumper *Seagull*
- Released range of BTG wrapping paper & Valentine, Mothers' Day, Fathers' Day & Christmas cards (box sets) and gift tags

1999

- Secured international literary representation with Al Zuckerman, Writers House, New York
- Completed *Dear Mum*
- Finalist for National Greeting Card Art and Design Awards
- Completed 60 new greeting cards and 8 new wrap designs

2000

- *The Blue Day Book* is released in April
- Completed *The Incredible Truth About Motherhood*
- Completed *Looking for Mr Right*
- Registered BTG Studios Pty Ltd
- Joined the ranks of the Taronga Foundation, supporting and sponsoring wild life

2001

- *Dear Mum* and *Looking for Mr Right* are released (#2 and #3 in BDB Series)
- Won three publishing awards – ABA Book of the Year, APA Most Innovative Publishing Venture of the Year & NZ Best of the Best-sellers
- Philanthropic and wildlife sponsorship plans grow beyond Taronga Zoo, Western Plains Zoo, & The Taronga Foundation, to incorporate cultural and environmental projects on most continents
- Conducted a pilgrimage to the US universities associated with Nobel prize winner Richard Feynman
- Appointed as a Governor of the Taronga Foundation

2002

- #4 in BDB series - *The Meaning of Life* released
- Won fourth publishing award – NZ Best of the Non-Fiction Best-sellers
- Spent ten months on the road promoting books, including *Priceless. The vanishing beauty of a fragile planet*, a collaboration with wildlife photographer Mitsuaki Iwago. All author royalties donated to the Taronga Foundation
- Recorded voice talent for albatross in Pixar's *Finding Nemo*
- Autographed 23,000 books

BTG Who is he? CONTD. 3



2003

- #5 in BDB series - *The Incredible Truth About Motherhood* released
- Has 5 operations as a result of training for The Australian Safari dirt bike rally championship to raise funds for the Taronga Foundation
- Launches the inaugural *Taronga Foundation Poetry Prize*
- Anthology of winning and commended poems, *Poems by Young Australians 2003* published
- Achieves the goal of being published in every continent
- #6 in BDB series - *Tomorrow. Adventures in an Uncertain World* released
- Has a number of simultaneous best-sellers. BTG books are:
 - #1, #2, #4 and #5 on US Bookscan Gift books
 - #4 and #5 on New York Times 'Advice' Best-sellers
 - #1 and #2 on the UK The Times & Sunday Times Best-sellers
 - #1 in The Australian & Australian Bookscan
- Worldwide sales of all books reach 6.5 million by mid year
- Animated short film *Show & Tell*, written by BTG and produced and directed by Kapow Pictures, won Comgraph Animation Gold Award, Best Short Film at the US Telluride Film Festival and the International 3D Awards in Denmark. It was also nominated for an AFI Award.

2004

- #7 in BDB series - *The Book For People Who Do Too Much* released
- *The Blue Day Book* #9 on Italian best-seller list
- Continued chairing and promoting Australia's leading prize for young poets, *The Taronga Foundation Poetry Prize*
- Undertook a free national lecture tour - *Getting Published. The Ultimate Guide*
- Signed up artist and author Emma Magenta who publishes *The peril of magnificent love*
- May sees great success on Brazil's Best Seller list, with *The Blue Day Book* reaching #5, *Tomorrow* also #5, *Dear Mum* #2 and *The Incredible Truth About Motherhood* #4
- *The Book For People Who Do Too Much* #1 SMH non-fiction and self-help list
- *The Book For People Who Do Too Much* #5 NZ best seller list non-fiction
- #8 in BDB series - *Friends to the End* released
- *Poems by Young Australians 2003* won APA Best Designed Children's Non-fiction Book
- Produced *Sunny and Blue* music track and film clip
- Travelled to Antarctica to photograph and observe the rugged beauty
- Undertook medical testing for Russian cosmonaut training at Star City Moscow
- *Poems by Young Australians Vol 2* released October 2004

BTG Who is he? CONTD. 4



2005

- Worldwide sales pass 12 million
- #9 in BDB series - *Dear Dad* released
- #10 in BDB series - *The Blue Day Book For Kids* released
- *priceless: the vanishing beauty of a fragile planet* won 2005 Skipping Stones Honour Award
- *Poems by Young Australians Vol 2* won Children's Book Council Notable Book Award
- *Poems by Young Australians Vol 3* launched October
- #11 in BDB series - *The Simple Truth About Love* released
- *The Blue Day Book For Kids* won Mothers Choice Award
- *Armadillo Brothers* written
- *Murdery Boo* in development
- Became French Polynesian rock lifting champion

2006

- #12 in BDB series - *Friends to the End for Kids* released April
- #13 in BDB series - *A Teaspoon of Courage* released July
- *Poems by Young Australians Vol 3* won CBC Notable Book award
- *Poems by Young Australians Vol 4* released October 2006

2007

- #14 in BDB series - *Dieting Causes Brain Damage* released January 2007
- # 15 in BDB series – *A Teaspoon of Courage for Kids* released October 2007
- # 16 in BDB series – *Every Day is Christmas* released September 2007
- *Poems by Young Australians Vol 5* released October 2007

BTG Who is he? CONTD. 5



WHAT BTG LOVES TO DO WHEN HE'S NOT WORKING

Art – Completed a Picasso World pilgrimage in '98. Favorite painters are Phillip Guston & Rene Magritte. Has a private collection of contemporary Australian painters, Aboriginal bowls & shields and African tribal stools

Film – Loves going to the movies. Views, on average, one new film per week

Books – Total Bibliophile. Almost exclusively non-fiction. Collects first editions of Gerald Durrell's books

Poetry – Large collection of poetry. Major sponsor of the Poetry Australia Foundation. Founder and Chairman of the Taronga Foundation Poetry Prize

Animals – True Gerald Durrell wannabe. Sponsors dozens of zoo animals and at least one conservation project on every continent. Governor of the Taronga Foundation. Loves wildlife and wild places. A passionate conservation champion

Scuba Diving – Holds International Open Water Licence

Sky Diving – Holds International Sports Parachuting "A" Licence

Music – Enjoys most music, although he doesn't approve of the use of the double negative in hip-hop. A sponsor of the Australian Youth Orchestra

Motorcycle-riding – Enjoys solo off road touring. In 2001, crossed Australia from East to West and then South to North. Owns three motorbikes and competes in desert racing events

Most Admired List includes – Richard Feynman, Jacques Cousteau, Julius Caesar, Muhammed Ali, Philip Guston, Gerald Durrell, Rachel Carson, Howard Carter, Robert Goddard, Arnold Schwarzenegger, Marie Curie, Yuri Gagarin, Erwin Rommel, Thomas Edison, Albert Einstein, David Lynch, Steven Spielberg, David Sterling and Warren Buffett

**BTG'S MOTTO:
CREATIVITY AND
COURAGE !**

BTG Books Worldwide sales



- **As at 1st October 2007, total sales of all titles are over 15 million**
- **Published in 115 countries and 29 languages, across all 7 continents**

	Sales	Reached #1
USA & Canada	over 6.3 million	•
Australia & New Zealand	over 2.2 million	•
Brazil	over 2 million	•
UK & Commonwealth	over 520 thousand	•
Japan	over 430 thousand	
Sweden	over 410 thousand	
Germany	over 355 thousand	
Korea	over 278 thousand	
Russia	over 225 thousand	
Italy	over 150 thousand	
Israel	over 125 thousand	
Taiwan	over 110 thousand	

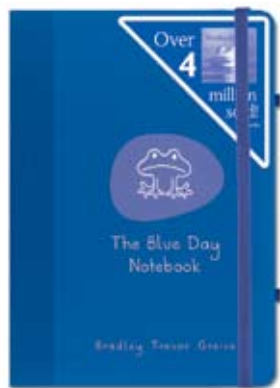
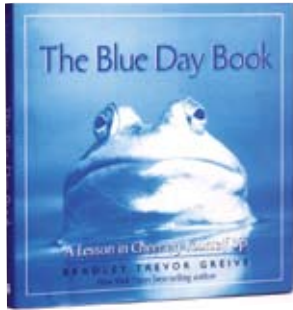
OTHER COUNTRIES WE ARE PUBLISHED IN

Czech Republic, Denmark, Finland, France, Ireland, Latin America, Mexico, Netherlands, Spain, Thailand, Greece, Lithuania, Norway, The Peoples Republic of China, Portugal, Turkey, Republic of South Africa, Angola, Botswana, Namibia, Lesotho, Swaziland, Zambia, Zimbabwe, Madagascar, Seychelles Islands, Serbia, Latvia, Hungary, Estonia, Slovenia and Bulgaria.

COUNTRIES WE ARE ABOUT TO BE PUBLISHED IN

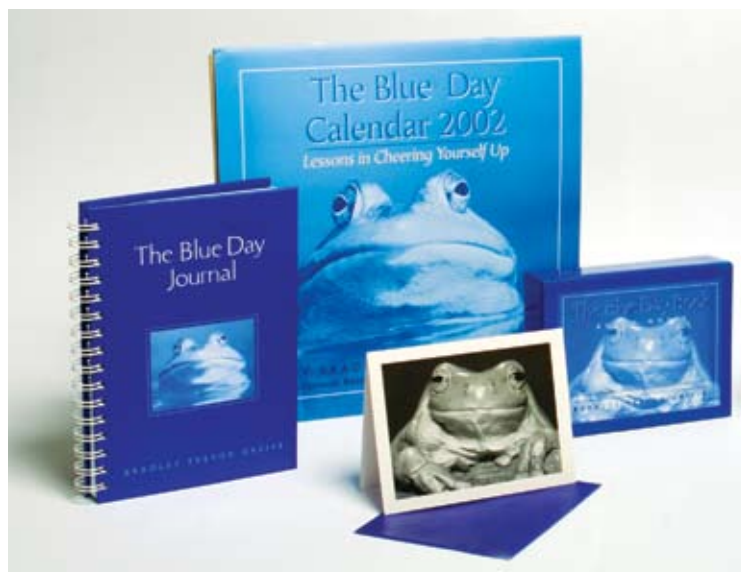
Iceland.

BTG Books Facts and Figures

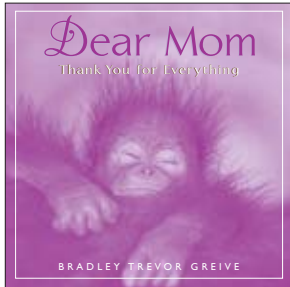


THE BLUE DAY BOOK, JOURNAL AND NOTEBOOK

- Released April 2000
- Sales over 5.9 million
- Top Five US Bookscan Gift Books list (2003)
- Top Ten New York Times Best-sellers list (2001)
- Listed in Target USA's 'Never to be out of stock Top Ten'
- Top Five UK The Observer Best-sellers (2002)
- Top Ten UK The Times & The Sunday Times (2002)
- #1 - Australian Paperback, Australian Book, Australian Non-Fiction (2000)
- #1 Sydney Morning Herald 'How to' list (2001)
- SMH 'Top 5 How To' category for 86 consecutive weeks
- ABA Book of the Year Award (2000)
- APA Most Innovative Publishing Venture of the Year Award (2000)
- #1 New Zealand Best-sellers (2001)
- NZ Best of the Best-sellers Award (2001)
- NZ Best of the Non-Fiction Best-sellers Award (2002)
- Brazil - highest seller across all categories for (2001)
- Germany – Best-seller (2001)
- Japan – Best-seller (2001)
- Taiwan – Best seller (2001)
- Italy – Best seller (2004)
- #10 Brazil Best sellers list (2004)
- #2 Adult Humour, Neilson Book Scan, Australia (August. 2005)



BTG Books Facts and Figures CONTD. 2



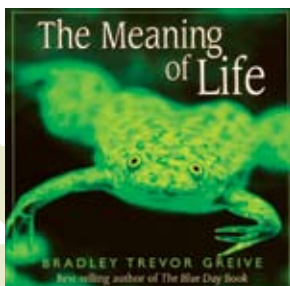
DEAR MUM

- Released April 2001
- Sales over 2.4 million
- #1 US Bookscan Gift Books list (2003)
- Top Five New York Times Best-sellers list (2002/2003)
- Top Five US Publishers Weekly Best-sellers (2002)
- Top Five US Bookscan Gift Books list (2003)
- Top 15 Wall Street Journal Best-sellers list (2002)
- Top 15 US Book Sellers Asst'n Best-sellers List (2003)
- SMH 'Top 5 How To' category for 12 consecutive weeks
- #1 New Zealand Best-sellers (2001/2002)
- #1 UK The Times (2003)
- #2 UK The Sunday Times (2002 & 2003)



LOOKING FOR MR. RIGHT

- Released October 2001
- Sales over 1.1 million
- Top Five Andrews McMeel Publishing Gen Books list (2002)
- SMH 'Top 5 How To' category for 5 consecutive weeks
- Top 15 The Australian (2002)



THE MEANING OF LIFE

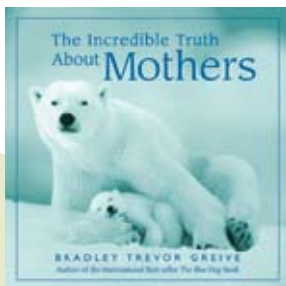
- Released April 2002
- Sales over 1.4 million
- Top Five US Bookscan Gift Books list (2003)
- Top Ten New York Times Best-sellers List (2002)
- #1 Australia Booktrack (2002)
- #1 The Sun Herald (2002)
- #1 The Australian (2002)
- SMH 'Top 5 How To' category for 4 consecutive weeks
- #1 New Zealand Best-sellers (2002)
- #1 Brazil Best-sellers (2002)

BTG Books Facts and Figures CONTD. 3



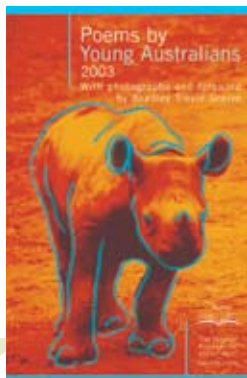
PRICELESS. THE VANISHING BEAUTY OF A FRAGILE PLANET

- Released October 2002
- Sales over 83,000
- Top Ten SMH (2002)



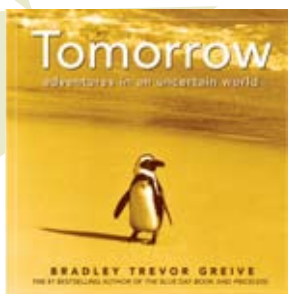
THE INCREDIBLE TRUTH ABOUT MOTHERHOOD

- Released March 2003
- Sales over 600,000
- #1 US Bookscan Gift Books list (2003)
- Top Five New York Times Best-sellers list (2003)
- Top 10 US Book Sellers Asst'n Best-sellers List (2003)
- #1 SMH Best-sellers list (2003)



POEMS BY YOUNG AUSTRALIANS

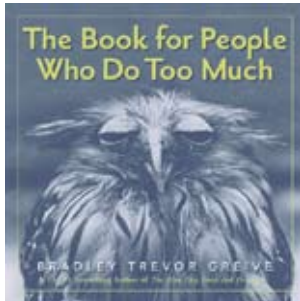
- Released October 2003
- Sales over 3,800
- APA Best Designed Children's Non-fiction Book Award



TOMORROW. ADVENTURES IN AN UNCERTAIN WORLD

- Released October 2003
- Sales over 475,000
- #5 Daily Telegraph, Australia (October 2003)
- #1 SMH Self-Help Best-seller list (November 2003)
- #5 Brazil Best-seller list (May 2004)
- #7 Adult Non-Fiction, AB&P (August 2004)

BTG Books Facts and Figures CONTD. 4



THE BOOK FOR PEOPLE WHO DO TOO MUCH

- Released March 2004
- Sales over 340,000
- #1 SMH Non-Fiction and Self Help Best-seller list (May 2004)
- #5 NZ Non-Fiction Best-seller list (May 2004)
- #7 Best-sellers, Sunday telegraph (May 2004)
- #6 Non-fiction list, SMH (June 2004)
- #1 Paperback Non-fiction, AB&P (July 2004)



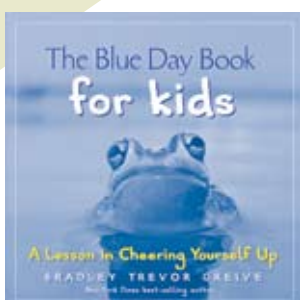
POEMS BY YOUNG AUSTRALIANS VOL 2

- Released October 2004
- Sales over 18,500
- CBC Notable Book Award 2005



FRIENDS TO THE END

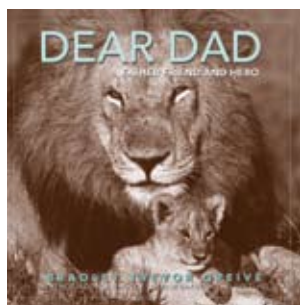
- Released October 2004
- Sales over 540,000
- #8 Non-fiction, SMH Non-fiction best-seller list (December 2004)
- #1 Paperback non-fiction, AB&P (January 2005)



THE BLUE DAY BOOK FOR KIDS

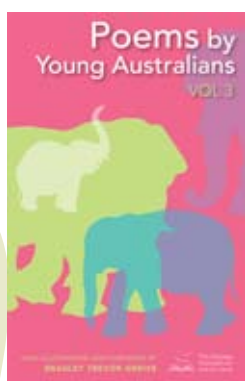
- Released April 2005
- Sales over 70,000
- #9 AB&P Hardback Non-Fiction Best-seller list (June 2004)

BTG Books Facts and Figures CONTD. 5



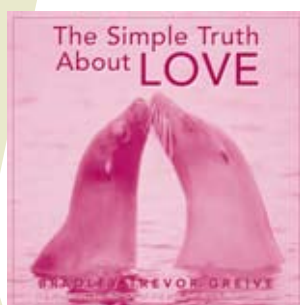
DEAR DAD

- Released May 2005
- Sales over 225,000



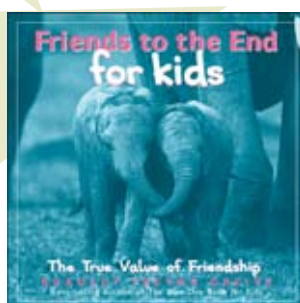
POEMS BY YOUNG AUSTRALIANS VOL 3

- Released October 2005
- Sales over 1,900
- CBC Award 2006



THE SIMPLE TRUTH ABOUT LOVE

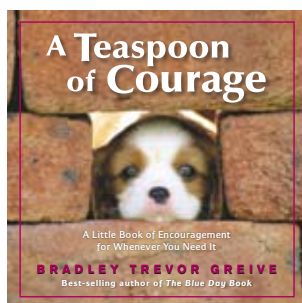
- Released February 2006
- Sales over 140,000



FRIENDS TO THE END FOR KIDS

- Released April 2006
- Sales over 25,000

BTG Books Facts and Figures CONTD. 6



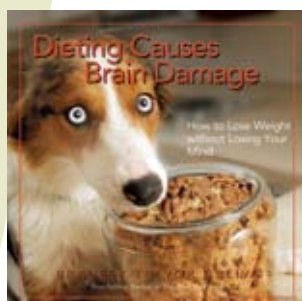
A TEASPOON OF COURAGE

- Released July 2006
- Sales over 125,000



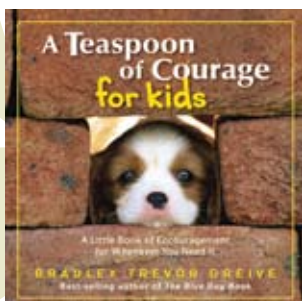
POEMS BY YOUNG AUSTRALIANS VOL 4

- Released October 2006
- Sales over 870



DIETING CAUSES BRAIN DAMAGE

- Released January 2007
- Sales over 42,000



A TEASPOON OF COURAGE FOR KIDS

- Released October 2007

BTG Books Facts and Figures CONTD. 7



EVERY DAY IS CHRISTMAS

- Released September 2007



POEMS BY YOUNG AUSTRALIANS VOL 5

- Released October 2007

KEY

SMH	Sydney Morning Herald Spectrum, weekly book section, Australia
AB&P	Australian Bookseller and Publisher, Australia
APA	Australian Publishers Association
CBC	Childrens Book Council

Supported Charities

INTERNATIONAL CHARITIES SUPPORTED BY BTG AND BTG STUDIOS – WILDLIFE/CONSERVATION



Amazon Eco Park – Manaus, Brazil

Sponsor, Woolley monkey

Auckland Zoo, New Zealand

Sponsor, sea lion shores exhibit

Mandalay Zoo, Burma (Myanmar)

Principal sponsor, Burmese roof turtles rescue facility

Durrell Wildlife Conservation Trust, Jersey, Channel Islands, UK

Life benefactor

Principal sponsor, Montserrat mountain chicken recovery program

Staff exchange sponsor

Kula Eco Park Fiji

Principal sponsor, Fijian crested iguana conservation

Fort Worth Zoo, Texas, USA

Honorary ambassador; adoption program sponsor

Indianapolis Zoo, Indiana, USA

Supporter

International Zoo Keeper Exchange Program

Sponsor

Lincoln Park Zoo, Chicago, USA

Zoo parent, pigmy hippo

Painted Hunting Dog Conservation Inc. Zimbabwe, Africa

Major sponsor of rescue facility

Rio Zoo, Brazil

Sponsor, lioness

Currently co-ordinating and supporting new Australian macropod exhibit

Supported Charities CONTD. 2

River Sanctuary DRC, Epulu, Africa

Sponsor

United Nations - Earth Champions

Currently producing a major international book for the United Nations explaining their 16 key environmental treaties. All author proceeds donated to the Earth Champions program.

White Oak Conservation Centre, Florida, USA

Staff exchange founding sponsor

Wildlife Conservation Service, USA

Supporter

World Wildlife Fund, Canada

Supporter

AUSTRALIAN CHARITIES SUPPORTED BY BTG AND BTG STUDIOS – WILDLIFE/CONSERVATION

Australian Conservation Foundation

Supporter

World Wildlife Fund (Australia)

Supporter

NEW SOUTH WALES

Taronga Foundation (Governor)

Taronga Foundation Poetry Prize (Chairman and Principal Sponsor)

Friends Of Lord Howe Island

Member

Sydney University Veterinary Science Foundation

Supporter

Taronga Zoo

Malayan sun bears (Principal Sponsor)

Tasmanian devil (Sponsor via Sportscraft Australia)

Aldabra giant tortoise (Zoo Parent - ZP)

Green and golden bell frog (ZP)



Supported Charities CONTD. 3

Western Plains Zoo

White rhino (ZP)
Black and white ruffed lemur (ZP)
Painted hunting dog (ZP)
Ring tailed lemur (ZP)
Przewalski's horse (ZP)
Black rhino (ZP)
Cheetah (ZP)
Elephant (ZP)
Giraffe (ZP)
White tiger (ZP)
Wombat (ZP)
Eastern brown snake (ZP)

VICTORIA

Mandrill (Melbourne Zoo (ZP)
Melbourne Zoo, Friends Of The Zoos (Member)

WESTERN AUSTRALIA

Silvery gibbon project (Supporter)
Chelonia Enterprises (Supporter)
Save The Bears Fund (Supporter)
Painted Hunting Dog Conservation Inc (Patron)

TASMANIA

GO WILD Hobart, sponsor and future board member
Tourism Tasmania (wildlife tourism policy advisor)

OTHER PROJECTS SUPPORTED BY BTG AND BTG STUDIOS

Australian Youth Orchestra

- Principal Founding Sponsor, horn section
- Tour fund supporter

Sydney Writers Festival – sponsor at Poem Level

Salvation Army

Red Cross

What is BTG Studios?

OUR MISSION

**“ To build a creative empire, and in doing so,
to create work that delights the whole world for all time”**

OUR HISTORY

Headed by Bradley Trevor Greive (BTG), BTG Studios was established in 2000 to support and develop the international publishing phenomenon - The Blue Day Book series.

While book publishing is the creative heart of the studio's work, BTG Studios has expanded to incorporate a broad range of creative disciplines.

OUR STUDIO TODAY

- Bradley Trevor Greive books
- Extensions to Bradley Trevor Greive books
- Wildlife conservation and charity sponsorship
- The Taronga Foundation Poetry Prize
- New media and products
- Film / TV content

OUR FUTURE

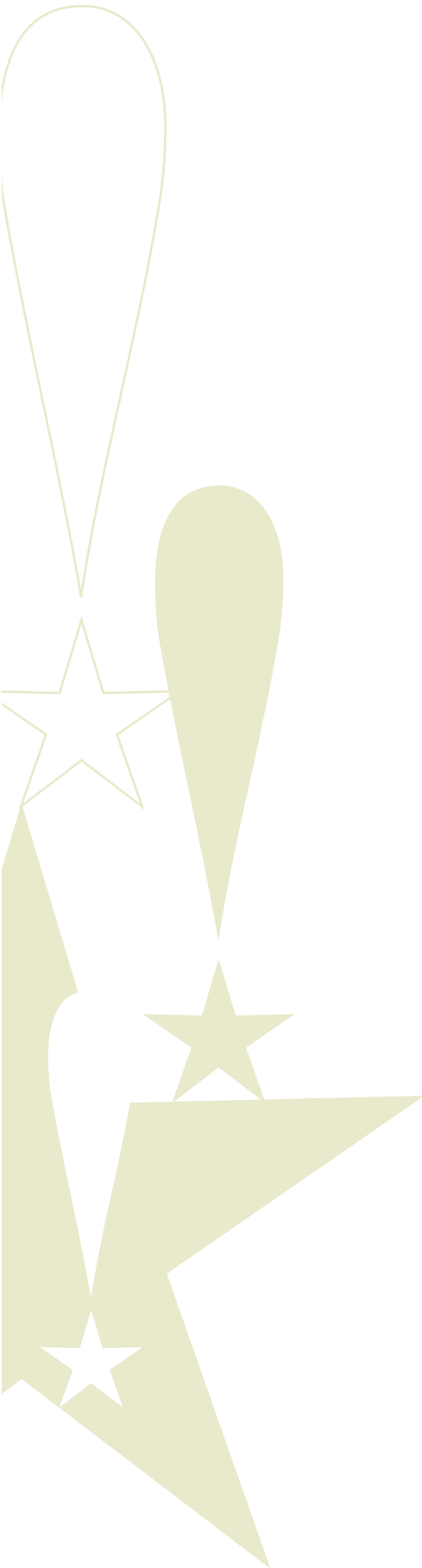
We make our own discoveries.

We are an ideas company, fuelled with energy and attitude unlike anything you have ever experienced.

“Creativity and Courage” is our passion and our conviction.

We conceptualise, design and produce it for virtually every medium.

Surprising, protecting and delighting the world is our future.



Who is BTG Studios?

WHO IS BTG STUDIOS?

Bradley Trevor Greive - Principal Creator. Chairman of the BTG Studios Group
Author, illustrator, innovator

Nerida Robinson - Director of Operations. BTG Studios
Team wrangler

Robin Robertson – Studio Manager. BTG Studios
Manager of the finer details including office management and personal assistant duties

Lisa Hardy - Accounts Manager. BTG Studios
Maintains accounts, contract management, royalties and general finance

Narel Wilson - PR and Events Manager. BTG Studios
Coordinates Taronga Foundation Poetry Prize, manages public relations activities and special projects

Tim Clift - Senior Designer, Swell Graphic Design, Sydney, Australia
Creates beautiful books, products, printed materials and more, in collaboration with Bradley Trevor Greive and BTG Studios. www.swelldesign.net.au

Al Zuckerman – Agent. Writers House, New York, USA
BTG's international literary agent

Mathew Alderson - Copyright Lawyer, Grey & Perkins, Sydney, Australia.
Manages all trademark and copyright contracts and issues.



Contacting **BTG and BTG Studios**

For further information or to make an appointment to speak to or meet with BTG or any member of the BTG Studios team, please contact

Nerida Robinson at:

BTG Studios
PO Box 395
Berry NSW
Australia 2535

Level 1
89 Queen Street
Berry NSW 2535

Ph: +61 2 4464 2322
Mob: +61 (0)419 296 531
Fax: +61 2 4464 2522
Email: nerida_robinson@btgstudios.com
Web: www.btgstudios.com

BTG is represented internationally (for literary properties) by Albert Zuckerman at:

Writers House LLC
21 West 26th Street
New York
NEW YORK
USA 10010

Ph: +212 685 2400
Fax: +212 685 1781
Email: azuckerman@writershouse.com

www.btgstudios.com

