

NEW BOOK

Pennies by the Sea: The Life and Times of Joyland Amusements, Bridlington

1st October: The phenomenon of the seaside amusement arcade is investigated for the first time in a new book to be released on 7 October 2006: 'Pennies by the Sea: The Life and Times of Joyland Amusements, Bridlington'. The book is based around the history of what was Britain's largest arcade: Joyland Amusements in the popular East Yorkshire seaside resort of Bridlington.

Author, Nick Laister, says: "Joyland not only has an important place in Bridlington's history, as its biggest and most visited commercial tourist attraction, it also has a prominent place in national amusement history. It is a fascinating story that has never before been told."

This book is the story of the Brown family's amusement empire, which expanded to include other attractions in the town. It tells of how they turned a small arcade in a former seafront shop to a palace of fun that is now widely known across Yorkshire and beyond.

Nick Laister explains that the book is more than just the story of an amusement arcade: "As far as I am aware, this is the first ever book about life in this most extraordinary of worlds, based on interviews with people who worked in Joyland and other arcades in the town from the 1930s to the present day. It is a fascinating insight into a way of life that once existed at seaside resorts up and down the country but has now largely disappeared. It should also therefore be of interest to social historians, as well as those who are fascinated by fairgrounds, amusement parks, arcades, slot machines and seaside holidays."

Author Nick Laister spent many childhood summers in Bridlington, which is when he fell in love with the town and its various attractions. He still visits Bridlington on holiday with his own family, and retains a fondness for the resort that played such a major role in the development of the family amusement arcade. Nick is an Oxfordshire-based planning consultant and a leading authority on the UK tourism industry. He is a Chartered Town Planner who specialises in planning for visitor attractions, acting for many of the country's most well-known attractions and operators. As a life-long enthusiast and historian of British amusement park heritage, Nick currently heads the high-profile Save Dreamland Campaign fighting to retain a major amusement park in Margate, Kent.

The book features over 160 photographs, many of which have never before been published.

The author is available for interview. To organise interviews, please telephone the author on 01235 838214 or 07778 207036, or email nick@skelterpublishing.com. To find out more about the book, visit the Skelter Publishing website at www.skelterpublishing.com. The book also has a dedicated website, with information, photographs, interviews and other resources: www.joyland.co.uk.

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Information for Editors

The book is priced at £13.99 and is in paperback format (201mm x 258mm). At 128 pages, it features well over 160 photographs. It is the first book written on the subject, and is much in demand at local bookshops and libraries. It will be available from www.joylandbooks.com and leading bookshops from 7 October 2006. ISBN Number: 0-9544573-5-8.

Images are available on request.

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