

NEW ALBUM
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Press Release

Asterix and the *RACE* THROUGH ITALY

Asterix and the RACE through ITALY: the title of the 37th album recounting the adventures of our friends from Gaul has finally been revealed! The year is 50 BC. Italy is entirely under Rome's control, well, not entirely... Though Caesar dreams of a united Italy, the peninsula is made up of various fiercely independent regions. And life isn't easy for the garrisons of Roman legionaries charged with keeping an eye on them all... On 19 October, Asterix will be heading to Italy. Get ready for an incredible trip across the peninsula!





THE ALBUM

The characters created by the two comic book geniuses Albert Uderzo and René Goscinny are back!

After *Asterix and the Picts* and *Asterix and the Missing Scroll*, Asterix and Obelix are back with *Asterix and the RACE through ITALY*, the new album written by the talented Jean-Yves Ferri and Didier Conrad. Unfortunately for Obelix, the inhabitants of Ancient Italy are not all Romans! The Italics want to keep their independence and take a dim view of Julius Caesar and his Legions' plans for total domination.

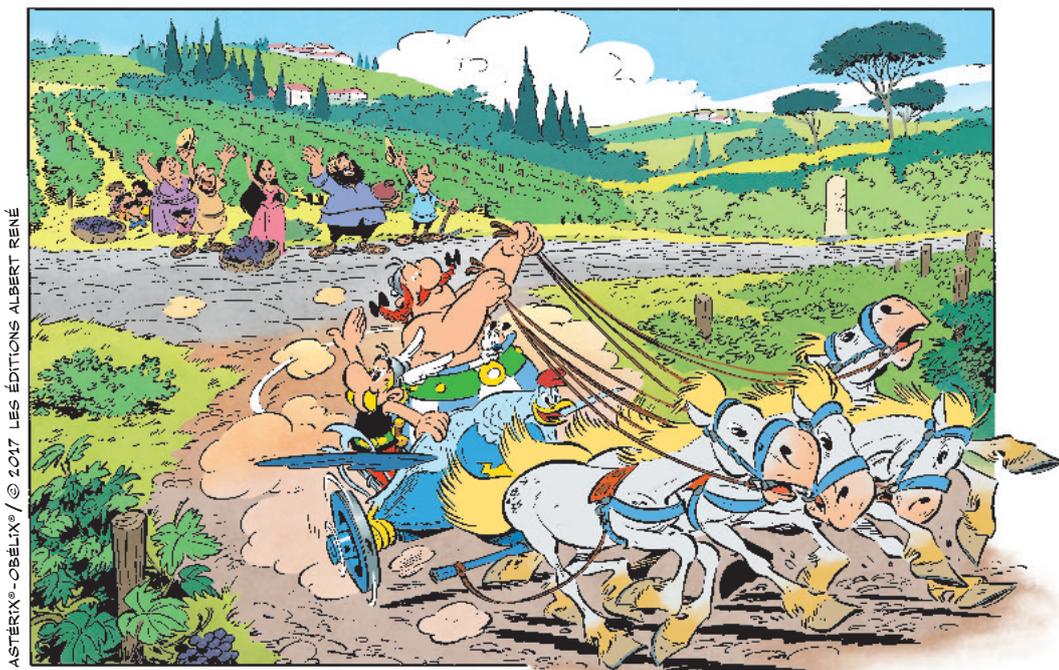
In *Asterix and the RACE through ITALY*, our heroes will embark on an exciting adventure to explore the fascinating world of Ancient Italy!

WHY ITALY?

"Italy is so much more than Caesar, Rome and the Coliseum!" explain Didier Conrad and Jean-Yves Ferri. "We realised that it was finally time for Asterix and Obelix to find out what Italy was really like! And we were sure Albert Uderzo would approve, as his family is originally from Venice."

ASTERIX STATISTICS

- *Asterix and the Race through ITALY* will be published in over 20 languages
- The first print run will be over 4 million copies
- Over 370 million ASTERIX albums have been sold around the world
- The last album sold more than 5 million copies around the world, and was read by 25 million people
- The adventures have been translated into 110 different languages and dialects
- There are 13 films, seen by more than 110 million viewers
- The ASTERIX theme park near Paris welcomes more than 2 million visitors every year



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 Asterix and Obelix

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