



HARPERNONFICTION TO PUBLISH ROCK LEGEND, IRON MAIDEN'S BRUCE DICKINSON THIS AUTUMN

FOR IMMEDIATE RELEASE: 26th July 2017

This Autumn HarperNonFiction are publishing *What Does This Button Do?*, the hugely anticipated memoir from Iron Maiden frontman and rock legend, Bruce Dickinson.

Heavy metal pioneers since their formation in 1975, Iron Maiden have sold over 90 million albums and played over 2000 shows in 63 countries, making them one of the most successful and globally influential bands of all time.

One of the world's most storied musicians, Bruce Dickinson has been the band's internationally-acclaimed lead singer for more than 30 years, and quite aside from the decades spent delivering high-octane performances with his larger-than-life persona, Bruce has lived an extraordinary off-stage existence too.

A true polymath, Bruce is, or has been, an airline pilot and captain, an aviation entrepreneur, a beer brewer, motivational speaker, film scriptwriter, twice-published novelist, radio presenter, TV actor and a world-class fencer.

Over the last couple of years, and throughout Iron Maiden's *The Book Of Souls* World Tour, which has covered 39 countries and 117 shows since February 2016, Bruce has turned his unbridled creativity to writing his memoirs, longhand (in seven A4 notebooks no less). In *What Does This Button Do?*, Bruce (a man who famously never gives interviews about his personal life) shares, for the first time, the most fascinating recollections, including his thirty years with Maiden, the early days, his childhood within the eccentric British school system, going solo, realising his dream of flying jumbo jets and his recent battle with tongue cancer.

Bruce Dickinson is so much more than the frontman of one of the biggest bands on the planet. A rock icon, a true renaissance man, Bruce has been, and remains, a man of legend.

Bold, honest, intelligent and very entertaining, *What Does This Button Do?* is the long-awaited window into the life, heart and mind of one of our most adventurous and multifaceted sons.

The global publication on 19th October will be accompanied with a commensurate international book tour. More details to come soon on www.ironmaiden.com/news including dates for markets publishing local language translations.

The first print-run of the UK hardback will have black sprayed- edges and will be available to pre-order ahead of publication.

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Notes to Editors:

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