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News for immediate release

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MILLIONAIRE AND ENTREPRENEUR FELIX DENNIS REVEALED AS AUTHOR OF *DO WHAT THE F**K I SAY*

Millionaire, entrepreneur, publisher and poet Felix Dennis has penned a new poetry book, *Do What The F**k I Say*, under the pseudonym Sebastian Melmoth II.

Published in October 2013, *Do What The F**k I Say* is a satirical poem that deals with the problems of modern-day parenthood. Although not a father himself, Felix Dennis is godfather to 21 godchildren whose ages range from 2 to 30. Frequently asked by their parents for advice, Felix has given invaluable guidance to his friends and godchildren countless times, which led him to write this educational poem for every parent about the world's most irritating tribes.

The book opens with a personal letter to all struggling parents:

“Dear Parent,
Feel pushed to the edge of sanity by your unruly offspring? Driven to tears of frustration by your little darlings?
Whether you're a frazzled father or maddened mother, I feel your pain. This poem is for you.”

Felix Dennis, poet and author of *Do What The F**k I Say*, said: “I may not have children of my own, but I have first hand experience dealing with troublesome teenagers. This poem is dedicated to all parents who have sleepless nights trying to educate their defiant teenagers. I had huge fun writing this poem and hope it will help parents in their plight.”

Felix Dennis first started writing poetry after surviving a life-threatening illness. Over the last decade he has produced a string of successful poetry books. His latest collection of verse, *Love, Of A Kind*, was released in May this year by Ebury Press. Dennis has performed his entertaining, heart-felt poetry to sell-out crowds across the globe, where his expressive, lively shows have captivated audiences of all ages.

*Do What The F**k I Say* is available now in all good bookshops and online. For more information, go to www.felixdennis.com



Notes to editors:

About Felix Dennis - publisher, poet and planter of trees

Felix Dennis is one of Britain's most successful self-made entrepreneurs and best-loved poets. He has featured in The Sunday Times Rich List for many years with a current net worth of £500 million.

Felix Dennis is sole owner of Dennis Publishing. The business is today responsible for publishing over 50 magazines, websites and mobile sites, including The Week, Men's Fitness, Carbuyer.co.uk, evo, Auto Express, Octane, Health & Fitness, PC Pro and Viz. Felix Dennis was awarded the Marcus Morris Award in 1991, the highest accolade in UK magazine publishing.

Aside from publishing, Dennis co-founded a \$2.5 billion computer mail order company, MicroWarehouse, in 1987 and has written the best-selling business book, *How to Get Rich* (Ebury, £16.99) and its follow-up, *88 The Narrow Road: A Brief Guide to the Getting of Money* (Vermilion, £14.99).

Dennis began writing poetry and authored his first book of verse, *A Glass Half Full*, in 2002. Six more poetry books have followed. His latest collection of verse, *Love, Of A Kind*, was released in May this year by Ebury Press. Dennis spends up to three hours each day studying and writing verse. His *Did I Mention the Free Wine?* poetry tours have entertained thousands of poetry-lovers worldwide and have been performed by the Royal Shakespeare Company on both sides of the Atlantic.

In early 2012, Dennis was diagnosed with life-threatening throat cancer. Fortunately surgeons at Oxford University Hospitals NHS Trust worked miracles and have saved his stage voice which one journalist once describes as sounding like "Winston Churchill on steroids". In 2013, Dennis completed his biggest poetry tour to date, 30 events across the UK, Ireland and the Continent. The tour, entitled *Did I Mention The Free Wine? The Cut-Throat Tour*, saw Dennis perform his poetry to sell-out crowds to mark the launch of his book of verse *Love, Of A Kind*.

Dennis is also a keen tree planter. He began in the 1990s, and since has consolidated this passion for British forestry by setting up the Heart of England Forest Project, a partnership with the Heart of England Forest registered charity, dedicated to planting and preserving a substantial native broadleaf forest in the heart of England. The Heart of England Forest Project planted its millionth tree in September this year.

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