

## About the writing

**"So deep was my sorrow that at some point I felt like jumping under a train. I hopped on a London Bus instead, and Beatrice and Beatrice and the London Bus came about."**

"One day, I was sitting at a Starbucks by the Royal Free Hospital in Belsize Park. Having worked in that area for two years, I often found myself staring at a bus parked by the bus stand in front of the cafe. As I was sipping my coffee, I decided to write a song asking "that Bus" to take me away from everything as I was going through a very difficult time. Then, I heard a grumpy but reassuring voice: "Get on board young lady - let's go!" I was stunned – the love and the positive energy I got from allowing myself to develop trust in an imaginary being – a LONDON BUS – just as a child naturally does – helped me through my struggles. Then a girl came along, her name was BEATRICE, and the three of us embarked ON THE MOST FUN-LOVING, EXCITING JOURNEY of my life ... the writing of their adventures. My determination to bring my characters to life as well as to bring them, one day, in front of children, hopefully inspiring them about pursuing their dreams, never losing faith and learning to overcome struggles with the help of their own imagination, was my path to recovery.

## About the Author

A freelance journalist, entrepreneur and children's book author, Francesca has worked for large corporate companies (Thomson-Reuters) after pursuing her degree in Media and Communication studies. After gaining a Master's degree in journalism from LCC and doing work experience at the business desks of the Sunday Times, Daily Express and Daily Mail, her writing was published by UK, Italian, Irish and Scottish newspapers such as the Financial Times, Daily Express, Sunday Express, Telegraph, Sunday Times, Daily Mail, Mail on Sunday, The Herald, The Sunday Business Post, Irish Times, La Repubblica, Il Sole 24 Ore, Vogue Italy etc. She has also worked as editor of an in flight magazine (INK GLOBAL) and was the co-founder of multimedia project, Vampire Wedding (Castalides Pictures). She currently works from London for SKY, interviewing A-list talents. She is the writer of Beatrice and the London Bus and the creator of the "London meets its children" project.