

About the Author

Paulo Coelho was born in 1947 in the city of Rio de Janeiro. Before dedicating his life completely to literature, he worked as theatre director and actor, lyricist and journalist. In 1986, PAULO COELHO did the pilgrimage to Saint James of Compostella, an experience later to be documented in his book *The Pilgrimage*. In the following year, COELHO published *The Alchemist*. Slow initial sales convinced his first publisher to drop the novel, but it went on to become one of the bestselling Brazilian books of all time. During the months of March, April, May and June 2006, Paulo Coelho traveled to celebrate the 20th anniversary of his pilgrimage to Saint James of Compostella in 1986. He also held surprise book signings - announced one day in advance - in some cities along the way, to have a chance to meet his readers. In ninety days of pilgrimage the author traveled around the globe and took the famous Transiberrian train that took him to Vladivostok. During this experience Paulo Coelho launched his blog *Walking the Path - The Pilgrimage* in order to share with his readers his impressions. Since this first blog Paulo Coelho has expanded his presence in the internet with his daily blogs in Wordpress, Myspace & Facebook. He is equally present in media sharing sites such as Youtube and Flickr, offering on a regular basis not only texts but also videos and pictures to his readers. From this intensive interest and use of the Internet sprang his bold new project: *The Experimental Witch* where he invites his readers to adapt to the screen his book *The Witch of Portobello*. Indeed Paulo Coelho is a firm believer of Internet as a new media and is the first Best-selling author to actively support online free distribution of his work.