

# POP UP SHOP DOCTOR WHO

## DOCTOR WHO FANS SET TO CONVERGE IN MELBOURNE AS POP-UP SHOP HEADS SOUTH

Monday November 4, 2013

Just in time to commemorate the 50<sup>th</sup> anniversary of Doctor Who on November 23, the familiar Vworp Vworp sounds of the TARDIS will echo around Melbourne as a fan's paradise materialises in Richmond this week with BBC Worldwide Australia & New Zealand announcing that a Doctor Who pop-up shop will open its doors on Saturday 9<sup>th</sup> November at Shop 2, 177 Bridge Road, Richmond.

Following the overwhelming popularity of the Sydney and Brisbane Doctor Who pop-up shops where fans queued for more than two hours to get into the store, this special one-off Melbourne pop-up will feature some exclusive merchandise not currently available in Australian stores.

On offer is the Who Home range boasting a selection of stylish homewares, such as teapots and mugs, plus notebooks, tea towels and more.

Fans can stock up on women's apparel from cult US fan-girl designers Her Universe, including some new leggings and t-shirt designs, a new range of men's t-shirt designs from the UK, replica coats from Canada, costume jewellery from the US, a new range of kids' back to school stationery and much more.

A limited number of the special edition Tenth Doctor in tuxedo Titan figurines will also be on sale, along with the coveted silver collectible coin from the New Zealand Mint. The highly anticipated Tenth Doctor's Sonic Screwdriver Remote Control will also be available in store. As will the popular range of toys, gifts, DVDs and books that Australian fans love. And as a special treat, fans can get up close to a TARDIS and a K-9.

To celebrate the store opening at 9am on Saturday 9 November, fans are invited to dress up as their favourite Doctor Who character with a small gift given to the first 20 fans to arrive in costume.

There will also be special celebrations in store on the weekend of the 50<sup>th</sup> Anniversary - keep an eye out on the official Doctor Who website <http://www.doctorwho.tv/events/pop-up-shop-australia/> for details.

'The popularity of the Sydney and Brisbane stores have reinforced just how passionate Doctor Who fans are about the brand, and with the 50<sup>th</sup> anniversary fast approaching, we are delighted to offer Melbourne fans the opportunity to interact and take home their very own piece of Doctor Who, especially in the anniversary month,' said Rachael Hammond, BBC Worldwide ANZ's Retail Manager.

The Doctor Who 50<sup>th</sup> Anniversary episode *The Day of the Doctor* will be simultaneously broadcast on ABC1 on Sunday 24 November AEDT (exact time TBC) and repeated at 7.30pm (AEDT).

Fans will also be able to see *The Day of the Doctor* in 3D at cinemas throughout Victoria. For further information please visit <http://www.doctorwho.tv/watch-the-day-of-the-doctor/#cinema>

And following sold-out shows in 2012, the *Doctor Who Symphonic Spectacular* will return to Melbourne on January 31 and February 1 2014 (Plenary Hall, Melbourne Convention and Exhibition Centre).

The Melbourne Symphony Orchestra will perform Murray Gold's captivating music from the series, accompanied by a big screen featuring specially edited sequences of Matt Smith's performance as the Eleventh Doctor. A host of monsters, including the spine-chilling Silence and the awe-inspiring Daleks and Cybermen, will add to the electric atmosphere.

**Tickets:** Adult tickets from \$49 – concession tickets available

**Bookings:** 03 9929 9600 or visit [www.doctorwhosymphonicspectacular.com](http://www.doctorwhosymphonicspectacular.com)



**Caption:** Fans at opening day of the Brisbane pop-up shop in October

**ENDS**

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#### **NOTES TO EDITORS**

\* The pop-up shop will be open until the end of November, but may close early depending on stock levels.

#### **About BBC Worldwide Australia & New Zealand**

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