

POP UP SHOP **DOCTOR WHO**



Sydney, 6th August 2014: It's a new Doctor, a new shop and brand new merchandise. BBC Worldwide Australia & New Zealand has announced that a **Doctor Who** pop-up shop will open its doors on August 7th at 10am at Shop 9.28A World Square Shopping Centre, 644 George St, Sydney.

The shop will be the first taste of some of the exciting products to come before the new Doctor Peter **Capaldi** and his companion **Jenna Coleman** touch down in Australia as part of a major global tour to launch the new series.

This pop-up shop follows the overwhelming popularity of stores in Sydney and Brisbane last year. The first-ever Sydney **Doctor Who** pop-up shop saw fans queuing for up to three hours beforehand to get their hands on exclusive **Doctor Who** merchandise to mark the 50th anniversary of the show.

This year's pop-up shop features new exclusive **Doctor Who** products not currently available on Australian shores, including exclusive design "Capaldi" polo shirts (right) and apparel from Her Universe, including leggings, dress and t-shirts.



The **Doctor Who** pop-up store will also stock all things TARDIS with new products for 2014 such as iPhone 5 covers, jewellery (pictured right), a TARDIS tumbling block (pictured left) as well as aprons and melamine trays for aspiring **Doctor Who** chefs.



In addition, the store will feature a TARDIS photo booth allowing fans to enter the booth and have their photo taken on a choice of three backgrounds to share with friends via social media. The first 1000 customers will get a printout of their photo to take home.

Other merchandise includes the limited edition Dalek Coin, the *Risk: The Dalek Invasion of Earth* board game and **Doctor Who** party goods.

Says **Elie Mansour, BBC Worldwide ANZ's Head of Consumer Products**: "BBC Worldwide is excited to offer brand new merchandise to *Doctor Who* fans to herald the arrival of the new Doctor and the new series at a special pop-up shop in the heart of Sydney."

-Ends-

Notes to Editors:

Shop opening hours

Mon - Friday 10am - 7pm

Thursday 10am - 9pm

Saturday 10am - 7 pm

Sundays 11am - 5pm

For more information, please contact:

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About BBC Worldwide Australia & New Zealand

Australia & New Zealand (ANZ) is a priority territory for BBC Worldwide, focusing on growth across all its core business areas. Based in Macquarie Park, Sydney, BBC Worldwide ANZ wholly owns six channels: BBC First, UKTV, BBC Knowledge and CBeebies in Australia; UKTV and BBC Knowledge in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. BBC First, a new premium channel showcasing premiere drama and comedy on the Foxtel platform in Australia, launched on 3 August 2014 and immediately claimed the top three drama ratings across STV for the day. BBC Worldwide ANZ distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, magazines, digital apps, innovative products and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned bbc.com news site.