

# PRESS RELEASE

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## LEGO® TARDIS TO MATERIALISE AT SYDNEY ROYAL EASTER SHOW

A full-size LEGO® replica of the iconic TARDIS from the world's longest running sci-fi TV series, *Doctor Who*, will materialise at The Sydney Royal Easter Show, BBC Worldwide Australia & New Zealand (ANZ) has announced.

Australian *Doctor Who* fans will also be able to get their hands on the first ever *Doctor Who* showbag at the annual event, which takes place from 17<sup>th</sup> to 30<sup>th</sup> March at Sydney Olympic Park.

The LEGO® TARDIS will land just outside of Showbag Hall on Riverina Avenue, and will be there for the entire duration of the Royal Easter Show. Fans will be able to share their photos of the TARDIS on social media using the #legotardis hashtag.

This is the first time the LEGO® TARDIS has materialised in Sydney since its appearance at The *Doctor Who Festival Australia*, which took place in November 2015.



The exclusive *Doctor Who* showbag, licensed by Bensons Trading, will contain a host of goodies fit for a Whovian, including a TARDIS design back pack, tin case, beanie hat, notebook and lanyard, and a *Doctor Who* tote bag, all for just \$26 (retail value \$64.70).

Brigid Roberts, Business Manager, Licensing and Sponsorship, BBC Worldwide ANZ, said: "We're delighted to be able to offer Whovians in Australia another chance to see the LEGO® TARDIS, and get their hands on a showbag full of treats for aspiring Time Lords."

Rebel Ruby, Product Development, Bensons Trading Co, said: "Bensons are very excited to release the brand new *Doctor Who* showbag at this year's Sydney Royal Easter Show. We have worked closely with BBC Worldwide ANZ to come up with a fantastic pack that will have *Doctor Who* fans flocking to the show."

**The LEGO® TARDIS will be located outside Showbag Hall on Riverina Avenue.**

***Doctor Who* showbags will be available at Showbag Hall.**

-Ends-

For more information, please contact:

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## NOTES TO EDITORS

### **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. Recently relocated to McMahons Point, BBC Worldwide ANZ wholly owns six channels: BBC First, UKTV, BBC Knowledge and CBeebies on Foxtel and Fetch TV in Australia; UKTV and BBC Knowledge on Sky TV in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. BBC Worldwide ANZ distributes great British content from the BBC and other producers to free-to-air, subscription channels and SVOD platforms in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, consumer products, entertainment formats and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned [bbc.com](http://bbc.com) news site. In 2014/15, it generated headline sales of £81.9m, up 7.8% year-on-year.