

# PRESS RELEASE

26<sup>th</sup> July 2016

## **Sherlock Collectible Coin Set Released by New Zealand Mint**

A limited edition *Sherlock* collectible coin set is being released by New Zealand Mint, BBC Worldwide Australia & New Zealand (ANZ) has announced.

A must-have for fans of the multi-award-winning BBC drama, the 2 x 1oz silver coin set features contemporary, colour engraved graphic designs depicting the world's most famous detective, Sherlock Holmes (Benedict Cumberbatch) and his best friend, Dr John Watson (Martin Freeman).

Each character image is set against a scenic London landscape, alongside quintessential phrases from the show: "Alone is what I have, Alone protects me" and "No friends, protect people".

Released by New Zealand Mint under official licence from BBC Worldwide ANZ, the *Sherlock* coins will be available internationally from 28<sup>th</sup> July, with a limit of 5000 sets at a RRP of USD\$110.00.

The release of the coin set comes ahead of the show's highly-anticipated fourth series, which will see the mercurial Sherlock Holmes, back once more on British soil, as Doctor Watson and his wife, Mary, prepare for their biggest ever challenge - becoming parents for the first time. The series will premiere exclusively on Stan in Australia in 2017, at the same time as the worldwide premiere.

The first trailer for the new series was unveiled at San Diego Comic-Con over the weekend, giving fans a sneak peek at the new episodes - watch the trailer [here](#). The *Sherlock* panellists also teased fans with the announcement of three key names: Thatcher, Smith and Sherrinford.



*Sherlock* is a global phenomenon. The show has been sold to over 240 territories across the world, won 12 BAFTAs, seven Emmys and a prestigious Peabody Award as well as accolades at the Edinburgh TV Festival and the Television Critics Association in the US. *Sherlock: The Abominable Bride*, the 90 minute Victorian special released in January this year, has received six nominations in the 68<sup>th</sup> Primetime Emmy Awards.

Brigid Roberts, Licensing and Sponsorship Manager, BBC Worldwide ANZ, said: "We're thrilled to be teaming up with New Zealand Mint to capture TV's most celebrated detective duo in this unique and highly collectible coin set."

Brent Hindman, Head of Sales and Marketing, New Zealand Mint said: "We're proud to continue our long association with the BBC, and delighted to be able to bring one of the most mind-bending and well-received recent television phenomenons to our range of precious metal collectible products."

**The official *Sherlock* coin set will be available to purchase from  
[www.nzmint.com](http://www.nzmint.com) from 28<sup>th</sup> July**



-Ends-

For more information, please contact:

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## **NOTES TO EDITORS:**

### **About Sherlock**

Sherlock is written and created by Steven Moffat and Mark Gatiss, and inspired by the works of Sir Arthur Conan Doyle. Sherlock is produced by Sue Vertue and the executive producers are Beryl Vertue, Mark Gatiss and Steven Moffat for Hartswood Films, Bethan Jones for BBC Cymru Wales and Rebecca Eaton for Masterpiece. It is distributed internationally by BBC Worldwide.

### **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. Relocated to McMahons Point in 2015, 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 2015/16, it generated headline sales of £79.1m - a 5.3% increase in local currency - and headline profit of £19.2m.

### **About BBC Worldwide**

BBC Worldwide is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). Its vision is to build the BBC's brands, audiences, commercial returns and reputation across the world. This is achieved through investing in, commercialising and showcasing content from the BBC around the world, in a way that is consistent with BBC standards and values. The business also champions British creativity globally.

In 2015/16, BBC Worldwide generated headline profits of £133.8m and headline sales of £1,029.4m and returned £222.2m to the BBC. For more detailed performance information please see our Annual Review webpage: [www.bbcworldwide.com/annual-review](http://www.bbcworldwide.com/annual-review)  
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