

## Press Release

29 May 2019

### **Cunard signs on as exclusive sponsor for the Australian tour of *An Evening with Sir Michael Parkinson***



Luxury cruise ship company Cunard has signed on as exclusive sponsor for *An Evening with Sir Michael Parkinson*, the Farewell Australia Tour 2019, to be held this October. The tour celebrates the life and career of a man who has interviewed over 2000 of the most important cultural figures of the 20th and 21st centuries.

In conversation with his son Mike, and showing highlights from the Parkinson archive, *An Evening with Sir Michael Parkinson* is a unique opportunity to get an intimate, entertaining and informative look at his remarkable journey from a pit village in Yorkshire, to the top of those famous stairs, reliving the best moments from a show that for many defined their Saturday night.

The exclusive sponsorship package for this high profile event will see Cunard integrated across the entire marketing campaign for the tour.

The partnership was brokered by Chantal Bindley, Head of Live Entertainment, BBC Studios ANZ and Ryan Taibel, Vice President, Sales and Marketing for P&O and Cunard Australia.

Chantal Bindley says: 'Like Cunard's cruises, *An Evening with Sir Michael Parkinson* will take audiences on an extraordinary journey and we are delighted to welcome them onboard as exclusive sponsor for this incredible tour, celebrating one of television's great icons.'

Ryan Taibel says: 'Having had the pleasure of welcoming Sir Michael Parkinson on board Queen Mary 2 earlier this year, Cunard are proud to sponsor his Farewell Australia Tour this October. No doubt Sir Parkinson's stories will entertain and enlighten audiences across the country and we are honoured to partner with BBC Studios for this event.'

*An Evening with Sir Michael Parkinson* will tour Sydney, Melbourne, Brisbane, Adelaide, Perth and Canberra in October 2019.

Tickets on pre-sale from Tuesday, 4<sup>th</sup> June. General on sale from Tuesday, 11<sup>th</sup> June  
Tickets and further information available at [www.sirmichaelparkinson.com.au](http://www.sirmichaelparkinson.com.au)



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## NOTES TO EDITORS

### **About BBC Studios in Australia & New Zealand**

The BBC Studios business in Australia and New Zealand is primarily content sales and branded services, with a newly established production arm. It wholly owns seven channels: BBC First, BBC UKTV, BBC Knowledge and CBeebies on Foxtel and Fetch TV in Australia; BBC Living on Fetch TV; and BBC UKTV and BBC Earth on Sky TV in New Zealand. It distributes great British content from the BBC and other British producers to free-to-air, subscription channels and SVOD platforms and works with partners to bring BBC Studios DVDs, consumer products and live events to the local market. The new production arm in Sydney will produce BBC formats for the local market and create new IP.

### **About Cunard**

For over a century and a half, the iconic ships of Cunard have been defining sophisticated ocean travel. Comprising three magnificent ships, the Cunard fleet regularly visits the world's grandest and most exciting destinations, all while delivering impeccable White Star Service for their discerning passengers.

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