

**BBC Worldwide Press Office**

BBC Worldwide Australia

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**Sport Relief Goes Global!**

*The biggest names in sport and entertainment join forces in Sport Relief, one of the UK's biggest television events of the year, to raise money for good causes around the world*

**20<sup>th</sup> January 2012:** In its first global viewing event of 2012, BBC Worldwide will give an international stage to one of the UK's biggest televised fundraising efforts. Sport Relief in the UK brings together the best of British sporting talent, comedians and entertainers to raise money to help some of the world's most vulnerable people. For the first time ever, BBC Worldwide will take that world class entertainment to audiences around the world, so they can be part of it too.

Sport Relief 2012 will be presented to global viewers as a special season bringing together a number of brand new and exclusive shows. The highlight of the season will be a four hour extravaganza of comedy and entertainment, presented directly from London. The season features some of Britain's best loved faces from the worlds of entertainment and sport, with a stellar line up set to include footballing legend **David Beckham**, the stars of **Doctor Who**, **Top Gear** and **Mock The Week**, Little Britain's **David Walliams**, QI's **Stephen Fry**, comedians **John Bishop**, **Alan Carr** and **Catherine Tate** and many, many more.

Sport Relief airs between March and April on **BBC Entertainment** (Africa, Poland, the Nordic Region, Asia, India, Latin America and the channel's pan-European service!), **UKTV** (Australia and New Zealand), **BBC World News** (global) and **BBC America**. The shows will also be available to users of the **global BBC iPlayer**. In addition, a bespoke website [www.bbc.com/globalsportrelief](http://www.bbc.com/globalsportrelief) will allow viewers to find out more about Sport Relief throughout the season.

In Australia, the event kicks off on March 26 on UKTV with a specially produced programme, **This is Sport Relief**, in which Stephen Fry introduces the British TV event to the global audience. This will be followed by a series of **Sport Relief Specials**, documentaries charting some of the campaign's most memorable events, like David Walliams' epic swim along the length of the River Thames. Sport Relief 2012 culminates with **Sport Relief Goes Global**, a four-hour extravaganza featuring comedy highlights from the UK's night of fundraising entertainment on BBC One. Special guests on the night include sporting heroes like the Olympian **Sir Stephen Redgrave** and UK tennis ace **Andy Murray**, alongside and a host of comedians and TV luminaries such as **Miranda Hart**, **Russell Brand** and the casts of hit shows **Doctor Who** and **Top Gear**.

Jana Bennett, President, Worldwide Networks and Global BBC iPlayer, said, "Global viewing events are going to be a big part of our activity this year and I'm thrilled that we can kick off with Sport Relief. Sport Relief is a uniquely inspirational event, which harnesses the passion for sport to unite viewers behind a great cause. I'm thrilled that we at BBC Worldwide can pull the full force of our branded network behind Sport Relief this year, bringing our viewers one of the year's biggest entertainment events and giving them the chance to get involved."

David Weiland, Senior Vice President, Programming and TV Channels said, "Sport Relief has provided some of the best British entertainment for years, and 2012 promises to be even bigger and better. Our viewers around the world can expect a roll call of some of television's biggest names in

a series of surprising, often emotional and always entertaining challenges, all in aid of a fantastic cause.”

### **Programme highlights**

The climax of Sport Relief 2012 will be **Sport Relief Goes Global**, a four hour extravaganza of comedy and entertainment, coming directly from The Mall in London, one of the iconic scenes of last year’s Royal Wedding coverage. The exclusive show will include entertainment and hilarious sketches from the stars of **Outnumbered**, **Mock the Week**, **Gavin and Stacey**, **Doctor Who** and **Top Gear**, to name just a few. Also making appearances will be some of the greats from the sporting world, including five time Olympic Gold medallist, **Sir Stephen Redgrave** and Britain’s top ranked tennis player, **Andy Murray**.

Before that, quiz show host, author and raconteur Stephen Fry will open the season with **This is Sport Relief**, an entertaining insight into the history of the fundraising event. This will screen on both UKTV and BBC World News in Australia. Produced exclusively for international audiences, special guest appearances include England footballer **David Beckham**, and funny man **David Walliams**, who is fast gaining a reputation as one of Sport Relief’s most daring and relentless fundraisers.

A number of programmes will premiere as part of Sport Relief 2012 in the run up to the big finale. **David Walliams vs. The Thames\*** sees the star of Little Britain swim a staggering 140 miles along the River Thames, raising over £1 million in the process and even rescuing a dog on the way! This documentary catches every splash and every stroke of his gruelling journey.

**Sport Relief Does Dragon’s Den** sees inventors trying to win backing for their fitness-related products in this special sporty edition of the business show. In an added twist, each entrepreneur will be accompanied by a famous sportsperson or celebrity for support. It just remains to be seen whether the likes of tennis ace Greg Rusedski, Olympic Gold medallist James Cracknell, and comedienne Ruby Wax turn out to be a help or a hindrance.

**The Million Pound Bike Ride** tells of how a group of celebrities, led by David Walliams, completed a gruelling non-stop journey across Great Britain. For four days and nights, Miranda Hart, Jimmy Carr, Russell Howard and others pedalled the length of the country non-stop to raise a million pounds for charity.

David Walliams features in yet another aquatic challenge in **Little Britain’s Big Swim**, this time taking on the English Channel. Filmed over months of intense training, the comedian attempts to swim the distance from the UK to France.

### **Sport Relief broadcasts from March 26-31 on UKTV**

Monday March 26 at 7:30pm - *This is Sport Relief*

Monday March 26 at 8.00pm - *Little Britain’s Big Swim*

Tuesday March 27 at 7.30pm - *John Bishop’s Week Of Hell*

Wednesday March 28 at 7.30pm – *Sport Relief Does Dragon’s Den*

Thursday March 29 at 7.30pm - *David Walliams vs. The Thames\**

Friday March 30 at 8.00pm - *The Million Pound Bike Ride*

Saturday March 31 at 7.00pm - *Sport Relief Goes Global (4hours)*

**ENDS**

## NOTES TO EDITORS

<sup>1</sup>BBC Entertainment's pan-European service covers Central and Eastern Europe, the United Arab Emirates, Israel and a number of Western European markets.

\*Asterisks denote the working titles of these programmes.

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## ABOUT BBC WORLDWIDE

BBC Worldwide Limited is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). The company exists to maximise the value of the BBC's assets for the benefit of the licence fee payer and invest in public service programming in return for rights. The company has five core businesses: Channels, Content & Production, Sales & Distribution, Consumer Products, Brands, Consumers & New Ventures, with digital ventures incorporated into each business area. In 2010/11, BBC Worldwide generated profits of £160 million on sales of £1158 million and returned £182m to the BBC. For more detailed performance information please see our Annual Review website: [www.bbcworldwide.com/annualreview](http://www.bbcworldwide.com/annualreview)

## ABOUT BBC WORLDWIDE AUSTRALIA

Australia is a priority territory for BBC Worldwide, focusing on growth across all five of its core businesses. Based in Macquarie Park, Sydney, the company's addressable market share has trebled in three years. BBC Worldwide Australia wholly owns five channels; UKTV, BBC Knowledge and CBeebies in Australia; UKTV NZ and BBC Knowledge NZ in New Zealand; and is responsible for the sales, promotion and distribution of World News which transmits in both countries. It distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. BBC Worldwide Australia is a stakeholder in Australian production company Freehand and has a joint venture company with ACP, Park Publishing, which publishes BBC-branded magazines in the territory. It works with partners to bring BBC Worldwide DVDs, 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](http://bbc.com) news site and [lonelyplanet.com](http://lonelyplanet.com). BBC Worldwide Australia has recently launched the global BBC iPlayer in Australia.

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## ABOUT SPORT RELIEF

As one of the UK's biggest fundraising events, Sport Relief harnesses the power and passion of sport to change lives for the better. By doing sport, having fun and raising money, everyone can do good and feel good. The money raised helps vulnerable people living incredibly tough lives around the world. It all began in 2002 and, thanks to fundraising events and activities in the UK, a staggering £124m has been raised through Sport Relief and a lot of lives have been transformed as a result.

Find out more about Sport Relief in the UK at [www.sportrelief.com/about-us](http://www.sportrelief.com/about-us).