

## Press Release

9<sup>th</sup> October 2018

***Doctor Who* Limited Edition Barbie® makes its world premiere and is exclusively on sale through Zing Pop Culture in Australia.**



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BBC Studios and Mattel have partnered to release the first ever *Doctor Who* Limited Edition Barbie® doll. It has been created in celebration of the new series of *Doctor Who*, starring Jodie Whittaker, which premiered on ABC and ABC iView yesterday.

Pre-sale in Australia starts today, Tuesday 9 October, available via [zingpopculture.com.au](http://zingpopculture.com.au) and [ebgames.com.au](http://ebgames.com.au) and in Zing Pop Culture stores in December.

Nicole Chungue, Licensing Manager for BBC Studios ANZ, says *"This year, we're introducing an all-new look for Doctor Who. New monsters, new stories, new characters and of course a new Doctor in Jodie Whittaker, the first woman to play the role.*

*"Given Barbie's® celebration of women who have made history, as well as iconic characters from some of the best loved movies and shows, we felt it was a great opportunity to work with Mattel to create a doll based on the Thirteenth Doctor.*



*The Doctor Who Barbie® doll offers fans and collectors a new way to celebrate the adventures of this iconic character and we're delighted to be able to bring this to Australia through Zing Pop Culture."*

Melissa Davey, Senior Buyer & Licensing for EB Games & Zing Pop Culture, said: *"EB and Zing couldn't be more thrilled for the new Doctor and to be embarking on a new journey with the fans. What better way to celebrate than giving whovians the opportunity to get their hands on their very own Doctor Who Barbie".*

Exploring the universe, the *Doctor Who* Barbie® wears a rainbow-striped t-shirt, paired with cropped trousers and a trench coat. Additional, true-to-character details include *Doctor Who* signature braces and lace-up boots. With sonic screwdriver in hand, this collectable Barbie® doll is fully posable and sculpted to the likeness of her onscreen character.

-Ends-

For more information please contact: Laura Dumbrell, Head of Communications for BBC Studios ANZ, on 02 9744 4502.

#### About BBC Studios

BBC Studios, a global content company with British creativity at its heart, is a commercial subsidiary of the BBC Group. Formed in April 2018 by the merger of BBC Worldwide and BBC Studios, it spans content financing, development, production, sales, branded services and ancillaries. BBC Studios' award-winning British programmes are internationally recognised across a broad range of genres and specialisms. It has offices in 22 markets globally, including seven production bases in the UK and production bases and partnerships in a further nine countries around the world. The company, which makes 2500 hours of content a year, is a champion for British creativity around the world and a committed partner for the UK's independent sector. BBC Studios has revenue of £1.4bn, and returns around £200m to the BBC Group annually, complementing the BBC's licence fee and enhancing programmes for UK audiences.

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