



Amazon Introduces Black Friday Live: Free Workshops, Entertainment and Reasons to Smile from 20th – 30th November

November 18, 2020

David Walliams, Marvin Humes, Alesha Dixon, Amanda Holden, Rylan Clark-Neal and more set to join Black Friday Live – a range of exclusive streamed events to enjoy from home

During Black Friday Week, which runs from 20th-30th November and will include epic deals and savings, a new episode will premiere at 6pm daily on [Amazon.co.uk/blackfridaylive](https://www.amazon.co.uk/blackfridaylive)

Amazon is making it easy to support small this Black Friday with the launch of a new Small Business Gift Finder and dedicated small business deals page

LONDON – 00.01am - 18th November 2020 – Amazon has today announced Black Friday Live, a series of exclusive, celebrity-fronted streamed events designed to put a smile on faces around the UK during Black Friday Week. The Black Friday Live episodes will be free to watch and will run daily at 6pm from 20th- 30th November, featuring some of the UK's best-loved celebrities including David Walliams, Marvin Humes, Alesha Dixon, Amanda Holden, Rylan Clark-Neal and more. From cocktail making to Christmas baking, festive fashion to football, there's something for the whole family; customers can join in by visiting [Amazon.co.uk/blackfridaylive](https://www.amazon.co.uk/blackfridaylive) to watch for free.

Amazon UK Country Manager, Doug Gurr, said: "In a year where our normal Christmas routines have been turned on their head, we've reimagined our Black Friday Deals week to bring more reasons to smile to our customers stuck at home. As well as giving families a helping hand with their Christmas shopping by offering great Black Friday deals for ten days, we are also introducing Black Friday Live with help from some of the UK's best loved talent to brighten up each night with fun, free at-home workshops and entertainment. Most importantly, we'll also be making it easier than ever for customers to 'support small' with our small business Gift Finder and dedicated small business deals page."

Black Friday Live with Big UK Stars

Amazon has recruited some of Britain's most-loved famous faces to bring a touch of Christmas magic to living rooms across the nation. Britain's Got Talent judges Amanda Holden and Alesha Dixon are launching Black Friday Live with an exclusive, one of a kind cocktail-making session with Malfy Gin, and The Glenlivet Caribbean Reserve whisky, helping novice mixologists across the nation raise a glass of something special this Christmas. For a tempting treat to enjoy alongside the cocktail, customers can join winner of Great British Bake Off and cookery writer, Candice Brown, for her store cupboard bake-along, where she'll be showing viewers how to create her best ever Fruit and Nut Biscotti from kitchen cupboard staples. And topping the bill on Black Friday itself will be none other than TV and radio presenter Marvin Humes, who will be treating viewers to an exclusive, family-friendly DJ set - complete with decks homemade from Amazon boxes!

Those looking for ways to make sure their homes are their happy places can check out the session with decluttering and organising expert and author, Nicola Lewis from This Girl Can Organise, as she shows us how to style a minimalist but merrier home for Christmas. There's something for kids of all ages too, as Award-Winning author, actor and comedian, David Walliams reads little ones a bedtime story and tackles some questions from some of his junior fans. TV and gameshow presenter, Stephen Mulhern, is set to host a magic and mystery session, showcasing some easy at home tricks for aspiring magicians. Plus, football fanatics and gamers alike can tune in Ruben Loftus Cheek and guest go toe to toe - or should that be thumb to thumb - in a gaming battle with a little help from Xbox. There'll even be an opportunity to get hands on, crafting wax melts with singer and Loose Woman star, Stacey Solomon, as she teams up with Amazon Handmade small business seller, Twinkle Cottage, to create her own festive wax melts at home.

Budding entrepreneurs - or those with unruly facial hair - won't want to miss *Strictly* star and host of Supermarket Sweep (and self-professed Amazon and Alexa fan) Rylan Clark-Neal interview small business owners, Keval, Kunal and Savan, founders of Leicester-based beard grooming business Mo Bros. They'll be chatting about how we can grow a nation of better beards, while also sharing their tips on how to grow a small business by selling online. Beauty buffs cursing the skin-chapping effects of central heating and cold weather can tune in on Thursday 26th for no-nonsense tips and tricks on winter skincare with ELEMIS, Caroline Hiron, author of #1 bestseller 'Skincare', and entrepreneur, beauty and skincare creator, Ruth Crilly (@modelrecommends). For those looking for gifts for fashion-forward friends, former *Fabulous* magazine shopping editor and celebrity stylist Nana Acheampong (@StyledByNana), who has styled dozens of the biggest stars in the UK and the world, will be offering some of her favourite fashion gift ideas, from the top trainers of the year to the best luxury stay-at-home style.

Black Friday Live Schedule

The full Black Friday Live workshop schedule is as follows; all shows broadcast at 6pm:

- **Friday 20th November** – Master the Drinks Trolley with Malfy Gin, The Glenlivet Caribbean Reserve whisky, **Amanda Holden & Alesha Dixon**
- **Saturday 21st November** – Festive Fashion Gifts with Celebrity Stylist **Nana Acheampong**
- **Sunday 22nd November** – Style a Merrier Home on a Shoestring with **Nicola Lewis (This Girl Can Organise)**
- **Monday 23rd November** – A Bedtime Story with **David Walliams**
- **Tuesday 24th November** – Store Cupboard Christmas Bake-a-long with **Candice Brown**

- **Wednesday 25th November** – Grow Your Own Business with Mo Bros and **Rylan Clark-Neal**
- **Thursday 26th November** – No-nonsense Winter Skincare with ELEMIS, **Caroline Hirons & Ruth Crilly**
- **Friday 27th November** – More than a Box DJ Set with **Marvin Humes**
- **Saturday 28th November** – Crafty Christmas Wax Melts with Amazon Handmade & **Stacey Solomon**
- **Sunday 29th November** – Magic & Mystery for All Ages with **Stephen Mulhern**
- **Monday 30th November** – A Footballing Head to Head with Xbox, **Ruben Loftus Cheek & Guest**

How to Tune In

Each show will feature a range of products you can either find at home or buy on Amazon, from Handmade gifts to best buys from small businesses, with many available as part of the Black Friday Week sale. A new episode will air every night at 6pm from 20th-30th November. Following each broadcast, the episode will be available to watch for the rest of the season, so customers can tune in anytime.

Support Small this Black Friday

Starting this Friday (20th November) and running until 30th November, shoppers looking to tick off their Christmas gift lists will have the chance to browse Black Friday deals from small businesses using a dedicated small business section on [Amazon.co.uk/blackfriday](https://www.amazon.co.uk/blackfriday). New for 2020, customers will be able to use the Small Business Gift Finder at www.amazon.co.uk/GiftsFromSmallBusinesses to browse present ideas from hundreds of small businesses, making finding the perfect gifts for friends and family members easier than ever.

We're also continuing to support UK-based small businesses with the Amazon Small Business Accelerator, providing 200,000 of these companies with free training on a variety of topics to help them sustain and grow their businesses, as well as waiving the first three months of subscription fees to help businesses who want to sell their products online.

Keval Dattani is Founder of Mo Bros, Leicester-based creators of beard care and grooming products. As an Amazon selling partner he explains why events such as Black Friday are so important to their business: "Every year, Black Friday is big for us. This year has been tough for lots of small businesses like ours, and Black Friday promotions are even more important to help people discover what we do for our bearded brothers, not just in the UK, but all over the world."

Black Friday Week starts 20th November with Epic Deals

With over a million deals globally, Amazon is continuing its season of epic deals and savings with Black Friday Week, starting at 00.01am on Friday 20th November, right through until 23.59pm on Monday 30th November. There will be new deals live as often as every five minutes and huge savings on everything customers need to enjoy the festive season, including great deals from small businesses on everything from tech and sports to toys, home, fashion, and beauty.

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