

Prime Day is Here: Shop Now For Epic Deals on Everything from Fashion and Home to Tech and Sports

June 20, 2021



Prime Day is here and runs until 23.59pm on 22nd June

New deals are added throughout the event so customers should check back regularly to find great deals on everything they're in to

LONDON — 00.01am, 21st June 2021— Prime Day is here and runs until 23.59pm on 22^d June, with 2 million deals available globally. Prime Day 2021 will feature the largest number of deals in the shopping event's 7-year history including featured lightning deals running from 08.00am on 21st June, which offer jaw-dropping prices on top-tier brands, categories, and products. Deals could sell out fast so customers should check back frequently to find new deals launching throughout the full 48 hours of Prime Day.

Not a Prime member yet or want to learn more? Join Prime or start a 30-day free trial at amazon.co.uk/primeday to participate in Prime Day, get access to fast delivery and enjoy entertainment benefits like Prime Video, Prime Music, and more.

Start with a Smile

AmazonSmile, an initiative launched in the UK in 2017, which allows Amazon customers to support their favourite charity at no extra cost to the customer or charity, is doubling donations this Prime Day. Customers can shop through AmazonSmile on the Amazon Shopping App or head to smile.amazon.co.uk to find out more.

Support Small this Prime Day

To make it easy for customers to support small businesses this Prime Day, Amazon has curated collections to connect customers with small businesses at amazon.co.uk/supportsmall.

Tune in to Prime Day Live

On Wednesday 16th June, Amazon.co.uk hosted 'Prime Day Live' - a star-studded livestreamed event presented by Amazon Music featuring UK artists **Tom Grennan**, **Mimi Webb** and **Shaybo** ahead of Prime Day. The show, which celebrated the vital work of the UK's mental health charities, is now available to stream via Twitch at www.twitch.tv/amazonmusicuk.

Deals going live on 21st June include:

ITEM NAME	PREVIOUS AMAZON.CO.UK	PRIME DAY SALE PRICE	£ SAVING
-----------	-----------------------	----------------------	----------

	PRICE		
Echo Dot with Clock (4th Gen)	£59.99	£34.99	£25.00
Echo Dot (4th Gen)	£49.99	£24.99	£25.00
Echo Show 5	£79.99	£39.99	£40.00
Kindle	£69.99	£49.99	£20.00
Fire 7 Kids Pro	£99.99	£54.99	£45.00
Fire TV Stick 4K	£49.99	£26.99	£23.00
Echo Show 5 and Ring Video Doorbell Wired	£128.99	£49.99	£79.00
Sennheiser Wireless Headphones	£149.00	£89.00	£60.00
Chilly's Water Bottle Yellow	£24.00	£12.00	£12.00
Michael Kors Quartz Watch	£217.00	£90.78	£126.22
Real Techniques Everyday Essentials Makeup Brush Complete Face Set	£13.38	£10.95	£2.43
Elemis Pro-Collagen Cleansing Balm	£44.00	£28.60	£15.40
Vera Wang Princess Eau De Toilette Fragrance for Women, 100 ml	£19.95	£16.89	£3.06
Philips Lumea Prestige IPL Hair Removal Device	£419.00	£299.99	£119.01
Oral-B Smart 6 6000N CrossAction Electric Toothbrush	£92.97	£54.99	£37.98
Waterpik Ultra Professional Water Flosser	£67.99	£49.99	£18.00
Hauck Pushchair Travel System Shopper SLX Trio Set	£168.99	£107.99	£61.00
L'OR Espresso Supremo - Intensity 10 - Nespresso Compatible Coffee Capsules	£25.00	£17.50	£7.50
Andrex Toilet Roll - Supreme Quilted Toilet Paper, 54 Rolls	£23.63	£16.49	£7.14

Nylabone Puppy Starter Kit – 3 Dog Chew Bones	£11.95	£5.00	£6.95
Barbie Dreamhouse Playset	£228.21	£157.99	£70.22
Shark Anti Hair Wrap Cordless Stick Vacuum Cleaner	£399.99	£199.99	£200.00
NOCO Boost HD GB70 2000 Amp 12-Volt UltraSafe Portable Lithium Jump Starter	£199.95	£139.99	£59.96
Samsung RB29FSRNDSA Freestanding Fridge Freezer with Digital Inverter Technology	£449.00	£358.99	£90.01
Canon EOS M200 Camera	£569.00	£419.00	£150.00
Bose Solo 5 TV Sound System - Black	£249.00	£149.00	£100.00
Adobe Creative Cloud Photography plan 20GB: Photoshop + Lightroom	£119.99	£82.99	£37.00
eufy by Anker BoostIQ RoboVac	£189.99	£129.99	£60.00
Simba Hybrid Mattress	£829.00	£519.00	£310.00
Coco & Eve Sunny Honey Bali Bronzing Self Tanner Mousse Set	£32.90	£26.32	£6.58
23andMe Health + Ancestry DNA Test	£149.00	£74.00	£75.00
NYK1 Lash Force Eyelash Growth Serum	£44.95	£27.77	£17.18
Mylee Complete Professional Gel Nail Polish LED Lamp Kit	£89.99	£63.00	£26.99
eufyCam 2 Wireless Home Security Camera	£249.00	£179.00	£70.00
Netagon Mountable Outdoor Garden Patio Heater	£89.99	£79.99	£10.00
Fossil Men's GEN 5E Smartwatch	£199.00	£135.00	£64.00
Swarovski Women's Attract Trilogy Pendant	£67.50	£50.63	£16.87

Samsonite Base Boost - Spinner L Expandable Suitcase	£125.00	£87.50	£37.50
Eastpak Out of Office Backpack	£39.90	£28.80	£11.10

Current selling price correct as of 17/06/21

ENDS

Notes to Editors:

Every Day Made Better with Prime

Prime offers the best of shopping and entertainment to more than 200 million paid members around the world. In the UK that includes unlimited access to award-winning movies and TV shows with Prime Video, ad-free listening of 2 million songs plus thousands of stations and playlists with Amazon Music, free in-game content and games with Prime Gaming, more than 1,000 books and magazines with Prime Reading, unlimited photo storage with Amazon Photos, access to Audible Channels for Prime, one free pre-released book a month with Amazon First Reads, and incredible savings with Prime Day. Prime was built on the foundation of unlimited fast, free delivery. Prime members in the UK receive unlimited One-Day Delivery on millions of items across all categories and unlimited Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool and more. Prime members can also complete their full grocery shop, and choose from thousands of fresh grocery products, famous brands and household essentials, at great prices with free, two-hour delivery windows on orders over £40 – from Amazon Fresh and Morrisons at Amazon. University students and apprentices can enjoy the benefits of Prime, including exclusive student discounts, by joining Prime Student – with a six-month trial and then 50% off Prime after that at amazon.co.uk/joinstudent. Check if you're eligible for a free trial of Prime at [Amazon.co.uk/prime](https://amazon.co.uk/prime). New members can try Prime for 30 days for free. Prime membership costs £79.00 a year or £7.99 a month.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.co.uk/about and follow @AmazonNewsUK.

For further information please contact:

Amazon UK Press Office Email: pressoffice@amazon.co.uk

The Academy PR Email: PrimeDay@theacademypr.com

For press imagery please visit: amazon.co.uk/pr