



Amazon's Black Friday Live Delivers Four Star-Studded Days of Live Music, Film, Books, and More, Inviting Guests to Escape in a World of Entertainment

November 22, 2021



Laura Whitmore, Alesha Dixon, Alexandra Burke, Ray BLK, Spencer Matthews, Jamie Laing, Zeze Millz & Sideman, Vogue Williams, and Patrice Evra amongst the stars leading Amazon's Black Friday Live events

Events include live music, book readings, festive craft workshops, film screenings, cocktail masterclasses, drag bingo, and head-to-head gaming battles

Taking place from 25th - 28th November at Victoria House, London (WC1B 4DA) with amazing experiences to attend in person or to livestream from home

Black Friday Week deals kick off at 00.01am on Friday 19th November, promising great deals across the most giftable categories – including toys, fashion, electronics, home, kitchen, beauty, and more

To sign up for exclusive tickets daily, plus full schedule and streaming details, visit www.amazon.co.uk/blackfridaylive

LONDON, 19th November 2021 - In celebration of Black Friday Week, **Amazon Black Friday Live** will open its doors at **Victoria House, London (WC1B 4DA)** from **25th - 28th November**, inviting guests to enjoy four days of free events, exclusive celebrity-fronted experiences, livestreams and giveaways. From cocktail-making with Laura Whitmore, an intimate music performance from Ray BLK to a Magic Breakfast book reading with Alesha Dixon, and a small business 'task off' with entrepreneurs Spencer Matthews & Jamie Laing, there's something for everyone. A host of other stars will be joining the line-up, including a beauty Q&A with Vogue Williams, an exclusive livestreamed recording of Amazon Original +44 Podcast with Zeze Millz & Sideman, and a Prime Video Premier League preview with football legend and Prime Video pundit, Patrice Evra. Customers can stop by while in London, join one of the exclusive ticketed events (reserve now, limited availability), or watch from home. View the full schedule at www.amazon.co.uk/blackfridaylive.

John Bounphrey, UK Country Manager said, "We've created this year's Black Friday Live event specifically to give our customers a bit of an escape, whether they're joining in person or tuning in from home. Our Black Friday experience features dozens of immersive ways to find great deals on gifts, and some of the nation's best-loved celebrities will join us for these star-studded events. And to top it off, we will have new ways that customers can support small businesses during Black Friday Week with our small business Gift Finder, small business spotlight and dedicated small business deals page."

Pre-Black Friday with the Stars - 25th November

A number of Britain's most-loved famous faces will top the schedule, along with entertainment from a range of small business sellers. Content creator, Micheal 'Timbsy' Timbs will preside over the head-to-head Deliveroo Gaming Battle, all livestreamed on Twitch. Presenter and cultural commentator, Zeze Millz and presenter and comedian, Sideman will kick off the line-up on Thursday with a livestreamed recording of their +44 Podcast, along with a surprise guest from the world of film. This will be followed by CleanCo founder, Spencer Matthews and Candy Kittens founder, Jamie Laing, who will go head-to-head in a business 'task off' challenge alongside Amazon small business sellers.

Live Music, Cocktail Making, Beauty Tips on Black Friday - 26th November

On Black Friday, singer-songwriter Ray BLK will perform an exclusive live gig from 8.30pm (ticketed event and livestream), while TV presenter and author, Laura Whitmore will host an exclusive cocktail-making livestreamed session with Malfy Gin and Jameson Orange, designed to provide 'drinks-piration' for those at home looking

to start their weekend in style (further cocktail masterclasses available daily). For those seeking a more sedate end to the week, model and broadcaster Vogue Williams will feature in a livestreamed conversation with ELEMIS expert Grace Coburn on how to get your skin party season ready. Those in attendance at the event will also be able to enjoy complimentary sustainable advent calendar workshops, bath-bomb making, beard-grooming, glitter face-bejewelling and personalised coaster engraving using Dremel's unique range of multitools - the perfect gift for the DIY fan this Christmas!

Just a Simple Saturday: Fashion, Drag Bingo and Premier League - 27th November

Kicking off the weekend celebrations will be the East of Eden yoga crew who will host a complimentary 'yoga for beginners' session designed to wave goodbye to the strains of the week (repeated Sunday at 11am). The day's packed schedule will include a Christmas tree decorating workshop, alongside the usual giveaways, food and drink samples and complimentary experiences. Football fans will have the opportunity to join a conversation with football legend and Prime Video pundit, Patrice Evra who will be giving his preview of Prime Video's upcoming matches, including the Merseyside Derby and Manchester United v Arsenal. The night will be topped off by a high-energy 'That's Drag' bingo show from Orange Gina & Friends, guaranteed to put a smile on participants' faces.

Family Day Sunday - 28th November

To complete the four-day event, Sunday is Family Day with entertainment for families and kids of all ages. Musician, author and TV personality, Alesha Dixon will be streaming an intimate reading of her latest children's book *Girls Rule*, in partnership with charity Magic Breakfast for a local school. The Prime Video Screening Room will also host two exclusive screenings - *The War with Grandpa* and *Cinderella*, inviting families to get comfy and enjoy all that the space event has to offer including face painting, nail art, giveaways and more.

The Black Friday Live event space

Alongside the jam-packed schedule of free events, the event space will provide the perfect backdrop to while away a few hours with family and friends. From an Alexa-powered 360 projection room that will transport you to far flung destinations, to a cosy Prime Video Screening Room offering a quiet space to catch up on your favourite Prime Video shows, including Amazon Original Series like *Clarkson's Farm* and *Modern Love*, and a match-making Christmas Grotto that will pair you with the perfect AmazonSmile charity - there's something for everyone. Coupled with a sustainable product showcase, product demonstrations and complimentary samples from Amazon Fresh, the event will provide just the festive inspiration needed in the run up to the holiday season.

Top Black Friday Deals, Great Gifts and Giveaways

Amazon's Black Friday Live will also be home to hundreds of the best Black Friday Week deals. Just a few of the great brands showcasing deals, experiences, or offering prize giveaways at the Home of Black Friday experience include Pernod Ricard UK, Deliveroo, ELEMIS, Dremel, Bosch Pro, Bang & Olufsen, Dell, Hasbro, This Works, Candy Kittens, CleanCo, Superfoodio, Gamely Ltd and The Ilex Wood. There will be a selection of Pernod Ricard UK drinks available from the bar throughout the event, including Jameson Orange Dark Chocolate Espresso Martini, The Glenlivet Marmalade Sour, Chivas Old Fashioned, Malfy La Dolce Vita Spritz, Beefeater Dry Gin & Tonic, Leaps and Bounds Shiraz and Chardonnay.

Visit or Tune In to Black Friday Live

Entrance to Black Friday Live is free to all with non-ticketed activities available on a first come, first served basis. Some events will be ticketed - for full schedule, ticket booking and to watch livestreams, visit www.amazon.co.uk/blackfridaylive. To attend the event, head to *Black Friday Live, Victoria House, London, WC1B 4DA*. Opening times as follows:

Thursday 25th November: 12 midday - 9pm

Friday 26th November: 12 midday - 10pm

Saturday 27th November: 11am - 8pm

Sunday 28th November: 11am - 5pm

Championing Small Businesses this Black Friday

For the first time ever, Black Friday Live will feature its very own Christmas market, showcasing the best of small businesses available on Amazon, offering guests the chance to meet some of the incredible sellers behind the online storefronts. The dedicated Amazon Handmade Atelier will also feature a rolling schedule of workshops inviting visitors to meet some of the craft makers retailing their brands through the platform.

"Thanks to Amazon, Gamely has grown from a nugget of an idea into a thriving million-pound turnover company. And while we love using the efficient Fulfilment by Amazon (FBA) programme to manage our customer shipping, we're super excited about meeting customers in person at this year's Black Friday Live pop-up to help guide them on games that will get the whole family laughing together this Christmas." **Hazel Reynolds, founder Gamely Games.**

"Working with Amazon has supercharged our small business, as it's enabled us to get our delicious treats in front of millions of potential customers and grow fast. As an independent superfood snack brand, it's been brilliant to have our product listed next to established brands, and we're looking forward to reaching even more customers over the four days of Black Friday Live." **Jagir Mankodi, founder of Superfoodio.**

Customers can search specifically for handmade items to find amazing gifts while supporting small businesses, new brands, and independent makers this season. Plus, top-trending gifts and much-loved stocking fillers from small businesses selling on Amazon can be found in the [Support Small Storefront](#), where customers can support local small businesses and shop by region. Shoppers can find one-of-a-kind [Handmade Gifts](#), handcrafted by artisans and other makers all over the world, that are perfect for everyone this holiday season. Discover personalised gifts, home goods, festive décor, jewellery, and more. For the festive season, customers can also explore a wide selection of gift ideas on the [Small Business Gift Finder](#) and across Amazon. More than half of all products purchased on Amazon.co.uk are sold by small and medium-sized businesses and customers can now shop for unique and giftable products from more than 65,000 small business selling partners based in the UK.

Alexa, What are my Deals?

Customers can browse deals today at amazon.co.uk/blackfriday, on the Amazon mobile shopping app, or by simply asking, "Alexa, what are my deals?". Thousands of new deals will be available for customers during Amazon's Black Friday Week event that begins at 00.01am Friday 19th November, right through until 23.59pm on Monday 29th November, including incredible discounts of up to 50% off across popular brands, with huge savings on everything customers need to enjoy the festive season, including great deals from small businesses and the most giftable categories – including toys, fashion, electronics, home, kitchen, beauty, and more.

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.

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