



## Amazon Launches The Prime Day Dream House: An Unmissable Evening of Online Entertainment from Top Celebrities and Stars of Social Media

June 29, 2022

# PRIME DAY DREAM HOUSE

Ahead of Prime Day, on Wednesday 6<sup>th</sup> July, Amazon will host the Prime Day Dream House in

Shoreditch, London, with all content available online for free and limited tickets up for grabs via [@AmazonUK on Instagram](#).

The Prime Day Dream House features UK stars including a celebrity cook-off between TV chef Big Zuu and well-known author, influencer and foodie Tilly Ramsay, a head-to-head FIFA challenge between football stars Jarrod Bowen and Ben Foster, an exclusive performance by pop icon RAYE, and behind-the-scenes access with social media star Max Balegde.

Tune in via [@AmazonUK on Instagram Stories](#) from 7PM BST on Wednesday 6<sup>th</sup> July and follow the action with [#PrimeDayDreamHouse](#) across Instagram and TikTok.

**LONDON – 29 JUNE 2022.** To celebrate Prime Day, Amazon is launching The Prime Day Dream House, a unique entertainment experience in Shoreditch, London, which will play host to an unmissable night of online entertainment on Wednesday 6<sup>th</sup> July.

The Prime Day Dream House is inspired by the topsy-turvy, playful nature of dreams, and some of the country's most exciting content creators and celebrity talent will come together in the house ahead of Prime Day to deliver a series of events, all available online for free via Amazon and talent social channels. The line-up features pop sensation [RAYE](#), TV chef [Big Zuu](#), well-known author, influencer and foodie [Tilly Ramsay](#), TV personality [Sam Thompson](#), footballers [Jarrod Bowen](#) and [Ben Foster](#), and social influencers [Timbsy](#) and [Max Balegde](#).

Members of the public can enter to win a limited number of free tickets via [@AmazonUK on Instagram](#) until the 1<sup>st</sup> July, or tune in via [@AmazonUK](#) on Instagram on the night to follow the action with Max Balegde from 7PM BST on Wednesday 6<sup>th</sup> July.

Split across three rooms in the Prime Day Dream House, the evening will see the participating talent collaborating across a variety of interactive challenges and entertaining moments. The night's entertainment, compered by TV personality Sam Thompson, brings to life just some of the many benefits of Amazon Prime, including:

### From the Kitchen

TV chef and presenter Big Zuu and will go head-to-head in a cult cooking challenge with well-known author, influencer and foodie Tilly Ramsay. Using mystery ingredients delivered by Amazon Fresh, each contestant will unbox their items live and have just 15 minutes to whip up a fresh dish from scratch – with the winner crowned the 'Fresh Out the Box' champion.

Talking about his role in the Prime Day Dream House 'Kitchen' Big Zuu commented: "What a line-up, I'm honoured to be part of it. It's going to be a night full of laughs and quality banter with some amazing people in a truly amazing setting. Make sure you follow along guys, it's going to be special."

Tilly Ramsay added: "I'm so excited for the Prime Day Dream House and can't wait to go head to head with Big Zuu in our challenge and show him how it's done in the Ramsay house. It's going to be an amazing night with some unmissable entertainment. Bring it on!"

### **From the Living Room**

West Ham and England international footballer, Jarrod Bowen, will take on footballer and sports personality, Ben Foster, in the ultimate FIFA challenge in honour of Prime Gaming. Refereed by popular sporting presenter, Timbsy, fans at home will be able to submit questions to the talent to answer during the match, followed by a sports trivia battle – with one lucky audience member winning a prize on behalf of the victor.

### **From the Bedroom**

British singer-songwriter, RAYE, will top-off the evening of exclusive entertainment by performing an intimate set, presented by Amazon Music. The performance is set to feature some of RAYE's popular hits, as well as her new single "Hard Out Here" (due to be released on 30<sup>th</sup> June) from her upcoming debut album.

Attendees will not only actively participate in the interactive Prime Day Dream House 'Show', but will also get the chance to interact directly with the room 'sets' afterwards – featuring an oversized walk-in fridge, topsy-turvy furniture and a 'sky swing'.

Sam Thompson, TV personality and Prime Day Dream House host, commented: "I've been looking forward to Prime Day since the last one. It's such a great time to find deals on Amazon while doing our part to support small businesses as well. This year, I'll be hosting the Prime Day Dream House celebrations with Big Zuu vs. Tilly Ramsay happening in the kitchen, Jarrod Bowen against Ben Foster in the ultimate FIFA face-off and an epic performance by RAYE, what more could you want?"

### **Win Tickets To Attend**

A few lucky members of the public can win the chance to attend the Prime Day Dream House in person by heading to [@AmazonUK on Instagram](#) to win a pair of free tickets until Friday 1<sup>st</sup> July. **More information and full T&Cs for entry can be found [here](#).**

### **Watch From Home**

For those wanting to get involved via social media, follow #PrimeDayDreamHouse on Instagram and TikTok to see all of the action unfold and tune into @AmazonUK on Instagram for a takeover with social media star Max Balegde who will be streaming live from the house with exclusive behind-the-scenes content. Followers of the @AmazonUK Instagram account can also submit questions for talent, have a say in who wins the cooking challenge and cast their votes on who they're backing to win the gaming battle.

### **Deals You've Been Dreaming of This Prime Day**

Amazon's annual Prime Day event takes place on 12<sup>th</sup> and 13<sup>th</sup> July this year, and offers millions of deals globally to Prime members over the 48 hours. Customers can check if they are 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, with Prime membership costing £79.00 a year or £7.99 a month.

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### **NOTES TO EDITORS**

#### **You Shop, Amazon Gives**

AmazonSmile is Amazon's charity initiative that allows customers to support their favourite charity, be it local or national, big or small, at no extra cost to the customer or charity. Year round, each time customers shop eligible products with AmazonSmile at [smile.amazon.co.uk](https://smile.amazon.co.uk) or in the Amazon Shopping App, Amazon will donate 0.5% of the net purchase price to the customer's chosen charity.

#### **More Opportunities to Join 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, 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 delivery at no extra cost. 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 two-hour delivery windows on orders over £40 included with Prime– from Amazon Fresh and Morrisons at Amazon. Prime members enjoy unlimited free delivery on their favourite restaurants when they spend £25 or more with 1-year free Deliveroo Plus. 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](https://amazon.co.uk/joinstudent) in association with Microsoft Surface. 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**

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**For further information please contact:**

The Academy PR, [AmazonConsumer@theacademypr.com](mailto:AmazonConsumer@theacademypr.com)

Amazon UK, [uk-consumer-pr@amazon.co.uk](mailto:uk-consumer-pr@amazon.co.uk)

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