



It's All About You this Prime Day: McFly, Big Zuu, Sara Davies, Yaya Touré and the cast of Neighbours join forces to deliver Prime Experiences to lucky shoppers

July 3, 2023

[Prime Experiences](#) are unmissable, once-in-a-lifetime experiences featuring a host of famous faces, available for the cost of a great value deal this Prime Day

Experiences include the chance to go into the recording studio with McFly, go on set with the cast of Neighbours in Australia, and receive small business mentoring sessions from Sara Davies MBE

Head to [amazon.co.uk/primeday](https://www.amazon.co.uk/primeday) to shop 48 hours of incredible deals this Prime Day on 11-12 July

LONDON—00.01am BST, 3rd July 2023—(NASDAQ: AMZN)— Amazon Prime members are being given the opportunity to buy unmissable, once-in-a-lifetime experiences to help them Feel Like A Big Deal this Prime Day – including the chance to go on set with the cast of Neighbours in Australia, head into the recording studio with McFly, and get business mentoring from Sara Davies MBE. Rapper-turned-chef Big Zuu and Manchester City footballing legend, Yaya Touré are also signed up to deliver epic experiences exclusively to Prime members this Prime Day. Prime Experiences celebrate the very best of Amazon Prime, from Amazon Music, Prime Video and Amazon Fresh to fast, reliable delivery and the opportunity to buy from thousands of small businesses in the UK.

For the chance to buy a once-in-a-lifetime Prime Experience, Prime Members should check out www.amazon.co.uk/primeexperiences throughout 11th and 12th July. During Prime Day, the five experiences will drop at varying, undisclosed times, each tied to a great value Prime Day deal. The first Prime member to click through to buy each experience when it becomes clickable on the Prime Experiences page will be successful. It's expected that demand for the one-off experiences will be high, so each lucky Prime member who successfully snaps up a Prime Experience during Prime Day will be contacted by a member of the Amazon team within 24 hours to confirm their purchase has been successful. Full Ts&Cs will be available on the individual experience pages as they become available, accessible via [amazon.co.uk/primeexperiences](https://www.amazon.co.uk/primeexperiences).

Shop the Prime Experiences

Experience Amazon Music with McFly

Secure the ultimate afternoon with pop rock sensations McFly, where the experience really will be *all about you* thanks to Amazon Music. One lucky Prime member and a friend will meet McFly at their London studio and watch an intimate gig just for them, with the band even including the customer's name in one of McFly's hit songs during the set. To be in with a chance of purchasing, customers need to keep their eyes on [the Prime Experiences](#) page and snap up the [JBL Portable Speaker](#) with the experience when it becomes clickable during Prime Day.

Experience Fast Delivery with Yaya Touré

What's the one thing that legendary footballer Yaya Touré and Amazon Prime have in common? Fast, reliable delivery! Yaya, the only player with a 100% penalty conversion rate in the Premier League, will host a private football training session, teaching one customer and three friends exactly how to deliver in the box, with a 'perfect penalty' tutorial alongside drills and training in set pieces. One lucky Prime member can secure the session by purchasing the [Mitre Impel L30P Football](#) with the experience when it becomes clickable on the Prime Experiences page - a must have for any football fanatic.

Experience Small Business Support with Sara Davies

Over 100,000 small British businesses are already selling through Amazon UK, and one budding entrepreneur is being given a chance to kickstart their success with direct mentoring from celebrity businesswoman Sara Davies, MBE. The business mogul will help one lucky Prime member take their enterprise to the next level with monthly meetings and expert advice until the end of the year. To be in with chance of bagging the mentoring program, budding entrepreneurs should check out the Prime Experiences page and snap up the [Dingbats Wildlife Notebook](#) when it goes live with the experience on Prime Day. Dingbats is one of the many small businesses selling on Amazon supported with leading-edge ecommerce tools and services to reach millions of customers online around the world.

Experience Amazon Fresh with Big Zuu and Mob

Foodie fans get ready - rapper-turned-chef, Big Zuu and stars of famed cooking channel, Mob are primed and ready to cook for your mob! The expert chefs are teaming up with Amazon Fresh to offer a supper club feast for one lucky buyer and five friends hosted at Mob's studio. Two members of the group will also receive a personalised cookery session and behind-the-scenes Mob tour. Prime members looking to enjoy the feast should watch out for the [Uten Digital Kitchen Scales](#) when they go live with the experience on the Prime Experiences page.

Experience Freevee Through Prime Video with The Cast of Neighbours

TV Soap fans need look no further, as one Prime member will have the opportunity to take a trip to Erinsborough with a friend, meet their new 'Neighbours' and stroll through world-famous sets as seen on TV. The experience will include return flights to Melbourne, Australia for the buyer plus a guest, including seven nights in a four-star hotel - all up for grabs for the first Prime member who snaps up the [Amazon Basics Ultra HD HDMI cable](#) when it goes live with the experience on the Prime Experiences page. The new chapter of *Neighbours* will be available on Amazon Freevee this September!

[Shop and Save Now](#)

Prime members don't have to wait to shop - early access to deals starts now. This year, Amazon is rolling out more personalised Prime Day deals categories than ever before. From now, Prime members can browse tailored assortments of deals on the Amazon homepage including "Deals related to your views", "Deals from brands you may like", and "4+ Star deals for you." Shoppers looking to bag an early bargain should head to www.amazon.co.uk/primeday.

– ENDS –

For further information please contact:

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

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

Notes to Editors

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, over 100 million songs in shuffle mode, All-Access playlists, plus the most top podcasts available ad free 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 from Amazon Fresh and Morrisons on Amazon (minimum order values apply). 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 in association with Microsoft Surface. Check if you're eligible for a free trial of Prime at amazon.co.uk/prime. New members can try Prime for 30 days for free. Prime membership auto-renews and costs £95.00 a year or £8.99 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.

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