



## Chart-topping Irish singing sensation Cian Ducrot surprises Amazon Prime members with impromptu performances to celebrate Prime Big Deal Days

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*Music star serenades shoppers as they pick up orders from an Amazon Locker*

*Hundreds of great value deals will be left in Amazon Lockers for Prime members around the country to pick up for free to celebrate Prime Big Deal Days on 10<sup>th</sup>-11<sup>th</sup> October*

*For more information on how to shop the Prime member exclusive sale event, visit [www.amazon.co.uk/primebigdealdays](http://www.amazon.co.uk/primebigdealdays)*

**LONDON — 08.00am 4<sup>th</sup> October 2023** —(NASDAQ: AMZN)— Irish singing sensation Cian Ducrot has surprised shoppers at an Amazon Locker in London with impromptu performances as well as giveaways of some of the biggest deals set to be included in the upcoming Prime Big Deal Days on 10<sup>th</sup>-11<sup>th</sup> October. In his latest Tik Tok post, Ducrot, who recently landed his first UK number 1 album, is seen popping up to serenade shoppers with his TikTok-famous flashmob-style choir to make customers 'feel like a big deal' when picking up their orders.

To celebrate Prime Big Deal Days, Amazon is hiding hundreds of great value deals including earphones, mobile phones and beauty gift sets in Amazon Lockers around the country for Prime members to find and claim for free during the two-day Prime Big Deal Days shopping event.

Irish singer-songwriter Cian Ducrot, who has over half a billion streams, grew his social media following for setting up flashmob-style stunts, during which he surprises members of the public with an off-the-cuff song. His latest performance was no exception, as he popped up at an Amazon Locker to celebrate Prime Big Deal Days. As customers opened a Locker to collect their shopping, Cian and his choir appeared, unexpectedly serenading the recipient and gifting them with a free product included in the sale.

Cian Ducrot comments: "My flash mob performances are all about spreading joy and music, and I loved helping shoppers feel like a big deal at the Amazon Lockers."

### Big Deal Giveaways

The countdown to Amazon Prime Big Deal Days is on, with the Prime member exclusive shopping event confirmed to take place on 10<sup>th</sup>-11<sup>th</sup> October. It will feature deals on everything Prime members need for Autumn, from making an early start to festive shopping, to stocking up on seasonal essentials.

To celebrate Prime Big Deal Days, hundreds of top deals including earphones, kitchen gadgets, designer watches, and mobile phones will be hidden inside selected Lockers for limited periods on 10<sup>th</sup> and 11<sup>th</sup> October. Lucky Prime members collecting shopping from the surprise locker locations in London, Cardiff, Liverpool, Newcastle, Belfast, Glasgow, Birmingham and Manchester on 10<sup>th</sup> and 11<sup>th</sup> October will be given the opportunity to pick a code, which will open a locker containing a free item to take away.

### Get Ready for the Big Day

The countdown to Prime Big Deal Days is on, so Prime members should stay tuned with the help of deal notifications and learn how to best prepare for the sale:

- **Explore all delivery options:** You can rely on Amazon to make life easier with fast delivery on millions of items included with a Prime membership, and, as always, choose the delivery option that best suits your needs during Prime Big Deal Days. Prime members in the UK receive unlimited One-Day Delivery on millions of items across all categories, with Same-Day Delivery available on over a million items. You can also select free delivery to Amazon Lockers or Counters, or choose a delivery day preference with Amazon Day to suit your needs.
- **Set up personalized deal alerts:** Subscribe to receive deal alert notifications related to recent Amazon searches and recently viewed items. All you have to do is visit the Prime Big Deal Days event page on the Amazon Shopping app between now and Prime Big Deal Days to create deal alerts. Once Prime Big Deal Days arrives, you will receive push notifications on available deals you've subscribed to.

### ENDS

Notes to editor:

- Video live on Amazon UK's [Instagram](#) channel
- Locker competition terms and conditions can be found [here](#)

For further information please contact:

Amazon UK Press Office: [pressoffice@amazon.co.uk](mailto:pressoffice@amazon.co.uk)  
The Academy: [AmazonConsumer@theacademypr.com](mailto:AmazonConsumer@theacademypr.com)  
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### **About 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 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. Same-Day Delivery is available on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more (minimum order values apply). 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](http://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](http://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.

### **Shop With Confidence**

Customers can shop with peace of mind knowing Amazon stands behind the products sold in our stores. In the unlikely event customers experience issues with timely delivery or the condition of their purchase, whether purchased from Amazon or one of our two million independent sellers, Amazon will make it right with a refund or replacement. Amazon is committed to a trustworthy shopping experience and backs the products offered during Prime Big Deal Days, as well as the hundreds of millions of products offered every day in our stores. [Learn more here.](#)

### **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](http://amazon.co.uk/about) and follow [@AmazonNewsUK](https://twitter.com/AmazonNewsUK).

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