



MEDIA COVERAGE 2016



PR CAMPAIGN FACTS

NUMBER OF ARTICLES PUBLISHED **406**

PRINT AND ONLINE AUDIENCE REACH **21.8 million**

BBC
NEWS

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Morecambe and Wise statue to be unveiled in Blackpool

A statue of comedy legends Morecambe and Wise will be unveiled in their "spiritual home" of Blackpool in October.

It will mark the 75th anniversary of their debut performance as a double act at Liverpool's Empire Theatre in 1941.

The 8ft bronzed sculpture has been designed by Graham Ibbeson, who made the statue of Eric in the comedian's hometown of Morecambe in 1999.



Eric's widow Joan said: "It will be a day that will live with us forever."

Speaking on behalf of herself and Wise's widow Doreen, she added: "We never dreamt of seeing a statue unveiled to both Eric and Ernie in Blackpool, a town that we have so many happy memories of from all the many shows the boys performed there over the years."

The comedians appeared in more than 1,000 shows in the seaside town.

Mr Ibbeson said: "I am delighted to have brought the boys back together so the nation can see them as they should be - Eric and Ernie alongside one another."

The £75,000 statue, which has been funded by donations, will be unveiled at Blackpool's Winter Gardens on 14 October.



Eric Morecambe and Ernie Wise

The popular double act started their 43-year-long partnership by performing in variety theatres.

After an unsuccessful TV debut in 1954, they honed their skills on stage before making popular shows on the BBC and ITV.

Their Christmas specials were a highlight of the festive period, attracting more than 27 million viewers in 1977.

Guest stars included The Beatles, Shirley Bassey, Glenda Jackson, André Previn and Des O'Connor.

Eric died in 1984 after a heart attack, while Ernie died in 1999.



The Gazette



BRING US SUNSHINE

FULL STORY PAGES 4 AND 5

By SHELAGH PARKINSON
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First glimpse at Morecambe and Wise statue to be unveiled in Winter Gardens

This is a first look at the statue celebrating comedy legends Morecambe and Wise, which will be unveiled at Blackpool's Winter Gardens next month.

Renowned sculptor Graham Ibbeson has completed work on the stunning 8ft-tall bronzed statue which has been commissioned to mark the 75th anniversary of Eric and Ernie first appearing on stage together in 1941.

Its permanent home will be the spectacular domed entrance to the Winter Gardens in the heart of Blackpool – dubbed Morecambe and Wise's "spiritual home" by those closest to the legendary double act.

Eric and Ernie performed in Blackpool more than 1,000 times in their illustrious career.

The Gazette

Reunited with the country's favourite duo Statue of legendary double act ready to be unveiled

STARS REMEMBERED

By **SHELAGH PARKINSON**
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They performed in Blackpool more than 1,000 times – so it is only right the nation's favourite comedy double act is reunited in the resort.

The first statue of light entertainment duo Morecambe and Wise featuring the stars together in one of their trademark poses, will be unveiled at the Winter Gardens on October 14.

Sculptor Graham Ibbeson has completed work on the eight foot tall £75,000 bronze statue which has been commissioned to mark the 75th anniversary of Eric and Ernie first appearing on stage together in 1941.

Its permanent home will be the domed entrance to the Winter Gardens in the heart of Blackpool – dubbed Morecambe and Wise's 'spiritual home' by those closest to the legendary double act.

Mr Ibbeson, who previously sculpted the now famous statue of Eric in the comedian's hometown of Morecambe in 1999, said: "I am delighted to have brought the boys back together so the nation can see them as they should be – Eric and Ernie alongside one another."

"Morecambe and Wise are the greatest double act to have ever graced British TV screens

and both Eric and Ernie's families agree their spiritual home is Blackpool.

"Eric and Ernie's families have been involved right through the design and they love the



Eric Morecambe's widow Joan Morecambe and son Gary Morecambe pictured as they view Graham Ibbeson's statue prior to casting



"I feel sure it will become a hugely popular and much-loved attraction in Blackpool"

statue which means an awful lot.

"I feel sure it will become a hugely popular and much-loved attraction in Blackpool for generations to come."

The unveiling ceremony will be performed by Eric's widow Joan, alongside eldest son Gary and daughter Gail together with a representative

from Ernie's family. They will be joined on the day by many friends and fans of Morecambe and Wise.

Eric Morecambe's widow Joan said, on behalf of herself and Doreen Wise (Ernie's widow): "This is a day which Doreen and I never expected to happen."

"It was so exciting when the statue of Eric was unveiled in his home town of Morecambe in 1999 and I know Doreen was equally delighted when the statue of Ernie was unveiled in Morley, West Yorkshire, in 2010."

"We never dreamt of seeing a statue unveiled to both Eric and Ernie in Blackpool, a town that we have so many happy

memories of from all the many shows the boys performed there over the years.

"It will be a day that will live with us forever."

The new statue, which has been funded through donations, has been gifted to Blackpool Winter Gardens.

Michael Williams, Winter Gardens managing director, said: "The statue is wonderful and we cannot wait to see it unveiled at the entrance of the Winter Gardens where Morecambe and Wise performed so many times in their career."

"This will be a permanent tribute to the nation's favourite comedy double act which I am sure fans from around the world will want to come and see."

"Graham has done a wonderful job and we cannot thank him enough for all his hard work together with the families of Eric and Ernie who decided Blackpool – the boys' spiritual home – was the fitting location for this long overdue tribute to these two comedy greats."

Elaine Smith, of the Winter Gardens Trust, added: "It is

The Gazette

Entertaining thousands during their time in resort



Morecambe and Wise and Barbara Law on the bowling green at the Raikes Hall Hotel, Blackpool on June 22, 1963



Ernie gets a smacker off a Mary Poppins competition contestant

wonderful this is finally coming to fruition, and this is a brilliant spot for it.
"I saw Morecambe and Wise perform over the years at just about every theatre in Blackpool and they were so funny. "They only had to walk on stage and there would be uproar.
"I know the statue in Morecambe brings in a lot of fans, and I think this will do the same for the Winter Gardens."

Coun Gillian Campbell, deputy leader of Blackpool Council, said: "Their section of the Comedy Carpet is one of the largest and most popular on the artwork and it's wonderful people have donated the money to honour them again."

Eric and Ernie entertained hundreds of thousands of people during their many years in Blackpool, playing at seven theatres, six summer seasons and a starring role in the 1955 Royal Variety Performance at the Winter Gardens. They first appeared in a Blackpool theatre in 1940 - but not as Morecambe and Wise. At that time they were teenagers Eric Bartholomew and Ernest Wiseman, with individual acts, in a touring show called Youth Takes a Bow at the old Palace Theatre.

Nearly 10 years later they returned as a double act at the old Feldman's Theatre, for a week in April 1949. A Gazette reviewer noted: "Morecambe and Wise, a couple of young funsters, have a promising style and a good comedy line." Four years later, the act had attracted the attention of summer show producers George and Alfred Black, who put the duo in the 1953 Winter Gardens Pavilion show 'Something to Sing About'. In 1954 they appeared at the

Palace Theatre shortly after their first television series. Following acclaimed performances at the Queen's Theatre, they were signed up for the 1955 season show at Central Pier. That one season became three, for they were re-booked for 1957 and 1959. But before the 1955 season, the duo were chosen to appear in the Royal Variety Performance at the Opera House in front of The Queen. When Eric and Ernie returned to the Blackpool summer scene with a 1963 season at the

North Pier, their television success was secure with a Saturday night spot. And in 1965, when they starred for the season at the ABC Theatre, their act had been modelled into the style of sketches that would make their 1970s series the best-loved in British television history. Their last Blackpool stage performance was on their 1976 tour, on Saturday October 23 at the Opera House. During their TV career, numerous famous guest stars queued to appear on the More-

cambe & Wise programmes, including The Beatles, Glenda Jackson, Elton John, Andre Previn, Tom Jones, Peter Cushing, Diana Rigg and Shirley Bassey. Their BBC shows were hugely popular and peaked on Christmas Day in 1977 at a massive 28 million viewers - the biggest audience ever recorded for a light entertainment show. In 1978 they returned to ITV making a further four series and four Morecambe & Wise Specials for Thames Television, ending with a special broadcast on December 26 1983. Sadly, this was to be Eric and Ernie's final show together due to Eric's premature death at the age of just 58 following his performance in a charity concert at the Roses Theatre, Tewkesbury on May 28 1984. Ernie passed away 15 years later on March 21 1999, but Morecambe & Wise remain as popular as ever.

The Daily Telegraph

Morecambe and Wise statue to be unveiled in Blackpool at their 'spiritual home'

Morecambe and Wise are to be celebrated with the unveiling of the first statue of both members of the comedy double act.

The eight foot tall bronzed statue of Eric Morecambe and Ernie Wise was commissioned to mark the 75th anniversary of them first appearing on stage together in 1941. Sculpted by Graham Ibbeson, it will take up residence in the domed entrance of Blackpool's Winter Gardens – dubbed their "spiritual home" by those closest to them.

They performed more than 1,000 times in the seaside town during their career, and Morecambe's widow Joan said the unveiling is a day she and Doreen, Wise's widow, "never expected to happen".

"It was so exciting when the statue of Eric was unveiled in his home town of Morecambe in 1999 and I know Doreen was equally delighted when the statue of Ernie was unveiled in Morley, West Yorkshire, in 2010," she said.

"We never dreamt of seeing a statue unveiled to both Eric and Ernie in Blackpool, a town that we have so many happy memories of, from all the many shows the boys performed there over the years.

"It will be a day that will live with us forever."

The sculpture will be unveiled on October 14 by Mrs Morecambe, their eldest son Gary and daughter Gail, and a representative from Wise's family.

Mr Ibbeson, who also previously created the statue of Morecambe in his home town, said he is "delighted to have brought the boys back together so the nation can see them as they should be".

He said: "Morecambe and Wise are the greatest double act to have ever graced British TV screens and both Eric and Ernie's families agree their spiritual home is Blackpool.

"Eric and Ernie's families have been involved right through the process and they love the statue which means an awful lot.

"I feel sure it will become a hugely popular and much-loved attraction in Blackpool for generations to come."

The new statue, which cost £75,000 and was funded through donations, has been gifted to the coastal entertainment complex.

Managing director of the historic site, Michael Williams, said Winter Gardens was a "fitting location" for the "long overdue tribute to these two comedy greats".





Comedy legends Morecambe and Wise are getting their own statue in Blackpool



British comedy legends Eric Morecambe and Ernie Wise are set to be immortalised in statue form in their 'spiritual home' of Blackpool next month.

The eight-foot high sculpture of the comedic duo will be unveiled at the town's Winter Gardens on October 14 – to mark the 75th anniversary of their first appearance on stage as a double act in 1941.

The duo made their debut at the Empire Theatre in Liverpool that year, although went on to be synonymous with Blackpool, performing there as a duo over 1,000 times.

The statue will be unveiled by Morecambe's widow Joan, his son Gary and daughter Gail, as well as a representative from Ernie Wise's family.

'We never dreamt of seeing a statue unveiled to both Eric and Ernie in Blackpool, a town that we have so many happy memories of, from all the many shows the boys performed there over the years,' Mrs Morecambe said.

'It will be a day that will live with us forever.'

It's not the first time that Eric and Ernie have been recreated in statue form – as they've also been immortalised in their home towns.

A statue of Eric was unveiled in his home town of Morecambe back in 1999, while a statue of Ernie stands in Morley, West Yorkshire, where it was unveiled by his widow Doreen in 2010.

Graham Ibbeson, who designed the original Morecambe statue, said: 'I am delighted to have brought the boys back together so the nation can see them as they should be – Eric and Ernie alongside one another.'



BACK IN BLACK Morecambe and Wise to be honoured in 'spiritual home' of Blackpool as first statue of comedy icons together will be unveiled

COMEDY icons Morecambe and Wise are to be honoured in their 'spiritual home' of Blackpool as the first statue of the pair is unveiled.

The eight-foot tall bronze was commissioned to mark the 75th anniversary of them first appearing on stage together in 1941.

It will sit in the entrance to the seaside resort's Winter Gardens – where they performed more than 1,000 times.

Morecambe's widow Joan said the unveiling is a day she and Wise's widow Doreen "never expected to happen".

She said: "It was so exciting when the statue of Eric was unveiled in his home town of Morecambe in 1999 and I know Doreen was equally delighted when the statue of Ernie was unveiled in Morley, West Yorkshire, in 2010.

"We never dreamt of seeing a statue unveiled to both Eric and Ernie in Blackpool, a town that we have so many happy memories of, from all the many shows the boys performed there over the years.

"It will be a day that will live with us forever."

The sculpture will be unveiled on October 14 by Joan, their eldest son Gary and daughter Gail, and a representative from Wise's family.

Sculptor Graham Ibbeson, who also previously created the statue of Morecambe in his home town, said he is "delighted to have brought the boys back together so the nation can see them as they should be".

He said: "Morecambe and Wise are the greatest double act to have ever graced British TV screens and both Eric and Ernie's families agree their spiritual home is Blackpool.

"Eric and Ernie's families have been involved right through the process and they love the statue which means an awful lot.

"I feel sure it will become a hugely popular and much-loved attraction in Blackpool for generations to come."

The new statue, which cost £75,000 and was funded through donations, has been gifted to the coastal entertainment complex.

Managing director of the historic site, Michael Williams, said Winter Gardens was a "fitting location" for the "long overdue tribute to these two comedy greats".





Bring me sunshine - statue of Morecambe and Wise to be unveiled in Blackpool

MORECAMBE AND WISE will be celebrated with the unveiling of the first statue of both members of the comedy double act.



The eight feet tall bronzed statue of Eric Morecambe and Ernie Wise was commissioned to mark the 75th anniversary of them first appearing on stage together in 1941.

Sculpted by Graham Ibbeson, it will take up residence in the domed entrance of Blackpool's Winter Gardens - dubbed their "spiritual home" by those closest to them.

They performed more than 1,000 times in the seaside town during their career, and Mr Morecambe's widow Joan said the unveiling is a day she and Doreen, Mr Wise's widow, "never expected to happen".

"It was so exciting when the statue of Eric was unveiled in his home town of Morecambe in 1999 and I know Doreen was equally delighted when the statue of Ernie was unveiled in Morley, West Yorkshire, in 2010," she said.

"We never dreamt of seeing a statue unveiled to both Eric and Ernie in Blackpool, a town that we have so many happy memories of from all the many shows the boys performed there over the years.

"It will be a day that will live with us forever."

The sculpture will be unveiled on October 14 by Mrs Morecambe, their eldest son Gary and daughter Gail, and a representative from Mr Wise's family.

Mr Ibbeson, who also previously created the statue of Mr Morecambe in his home town, said that he is "delighted to have brought the boys back together so the nation can see them as they should be".

He said: "Morecambe and Wise are the greatest double act to have ever graced British TV screens and both Eric and Ernie's families agree their spiritual home is Blackpool.

"Eric and Ernie's families have been involved right through the process and they love the statue which means an awful lot. I feel sure it will become a hugely popular and much-loved attraction in Blackpool for generations to come."

The new statue, which cost £75,000 and was funded through donations, has been given to the coastal entertainment complex.

Managing director of the historic site, Michael Williams, said that Winter Gardens was a "fitting location" for the "long overdue tribute to these two comedy greats".



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Sculpted by Graham Ibbeson, it will take up residence in the domed entrance of Blackpool's Winter Gardens – dubbed their “spiritual home” by those closest to them.

They performed more than 1,000 times in the seaside town during their career, and Morecambe's widow Joan said the unveiling is a day she and Doreen, Wise's widow, “never expected to happen”.

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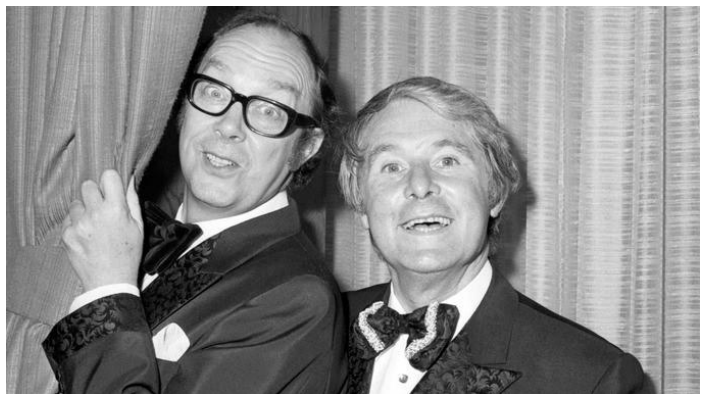
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First statue of Morecambe and Wise to be unveiled

Comedy duo Morecambe and Wise will be celebrated with the unveiling of the first statue of them together.



The eight foot bronze statue coincides with the 75th anniversary of Eric Morecambe and Ernie Wise first appearing on stage together - in 1941.

The unveiling will take place in the domed entrance of Blackpool's Winter Gardens, as it was dubbed their "spiritual home" by their closes friends.

They performed more than 1,000 times in the town throughout their career, with Morecambe's widow Joan saying it was a day she - and Wise's widow Doreen - "never expected to happen".

"It was so exciting when the statue of Eric was unveiled in his home town of Morecambe in 1999 and I know Doreen was equally delighted when the statue of Ernie was unveiled in Morley, West Yorkshire, in 2010.

"We never dreamt of seeing a statue unveiled to both Eric and Ernie in Blackpool, a town that we have so many happy memories of from all the many shows the boys performed there over the years. It will be a day that will live with us forever."

- JOAN MORECAMBE

He added: "Morecambe and Wise are the greatest double act to have ever graced British TV screens and both Eric and Ernie's families agree their spiritual home is Blackpool.

"Eric and Ernie's families have been involved right through the process and they love the statue which means an awful lot.

"I feel sure it will become a hugely popular and much-loved attraction in Blackpool for generations to come."



Bring me sunshine - statue of Morecambe and Wise to be unveiled in Blackpool



An eight foot tall bronzed statue has been commissioned to celebrate the comedy duo.

Morecambe and Wise will be celebrated with the unveiling of the first statue of both members of the comedy double act.

Sculpted by Graham Ibbeson, it will take up residence in the domed entrance of Blackpool's Winter Gardens – dubbed their “spiritual home” by those closest to them.

They performed more than 1,000 times in the seaside town during their career, and Morecambe's widow Joan said the unveiling is a day she and Doreen, Wise's widow, “never expected to happen”.

“It was so exciting when the statue of Eric was unveiled in his home town of Morecambe in 1999 and I know Doreen was equally delighted when the statue of Ernie was unveiled in Morley, West Yorkshire, in 2010,” she said.

“We never dreamt of seeing a statue unveiled to both Eric and Ernie in Blackpool, a town that we have so many happy memories of from all the many shows the boys performed there over the years.

“It will be a day that will live with us forever.”

The sculpture will be unveiled on October 14 by Mrs Morecambe, their eldest son Gary and daughter Gail, and a representative from Wise's family.

The eight foot tall bronzed statue of Eric Morecambe and Ernie Wise was commissioned to mark the 75th anniversary of them first appearing on stage together in 1941.

Ibbeson, who also previously created the statue of Morecambe in his home town, said he is “delighted to have brought the boys back together so the nation can see them as they should be”.

He said: “Morecambe and Wise are the greatest double act to have ever graced British TV screens and both Eric and Ernie's families agree their spiritual home is Blackpool. Eric and Ernie's families have been involved right through the process and they love the statue which means an awful lot.

“I feel sure it will become a hugely popular and much-loved attraction in Blackpool for generations to come.”

The new statue, which cost £75,000 and was funded through donations, has been gifted to the coastal entertainment complex.

Managing director of the historic site, Michael Williams, said Winter Gardens was a “fitting location” for the “long overdue tribute to these two comedy greats”.



Blackpool to get Morecambe and Wise statue

The first ever statue celebrating comedy double act Morecambe and Wise will be unveiled at Blackpool's Winter Gardens next month.



Renowned sculptor Graham Ibbeson has completed work on the 8ft tall bronzed statue which has been commissioned to mark the 75th anniversary of Eric and Ernie first appearing on stage together in 1941.

Its permanent home will be the domed entrance to the Winter Gardens in the heart of Blackpool – dubbed Morecambe and Wise's "spiritual home" by those closest to the legendary double act. Eric and Ernie performed in Blackpool more than 1,000 times in their illustrious career.

It will be unveiled on FRIDAY OCTOBER 14TH at 11AM by Eric's widow Joan, alongside eldest son Gary and daughter Gail together with a representative from Ernie's family. They will be joined on the day by many friends and fans of Morecambe and Wise.

Eric Morecambe's widow Joan said, on behalf of herself and Doreen Wise (Ernie's widow): "This is a day which Doreen and I never expected to happen. It was so exciting when the statue of Eric was unveiled in his home town of Morecambe in 1999 and I know Doreen was equally delighted when the statue of Ernie was unveiled in Morley, West Yorkshire, in 2010.

"We never dreamt of seeing a statue unveiled to both Eric and Ernie in Blackpool, a town that we have so many happy memories of from all the many shows the boys performed there over the years. It will be a day that will live with us forever."

The new statue of the double act, which cost £75,000 and has been funded through donations, has been gifted to Blackpool Winter Gardens.

Graham Ibbeson, who previously sculpted the now famous statue of Eric in the comedian's hometown of Morecambe in 1999, said: "I am delighted to have brought the boys back together so the nation can see them as they should be – Eric and Ernie alongside one another.

"Morecambe and Wise are the greatest double act to have ever graced British TV screens and both Eric and Ernie's families agree their spiritual home is Blackpool. Eric and Ernie's families have been involved right through the process and they love the statue which means an awful lot. I feel sure it will become a hugely popular and much-loved attraction in Blackpool for generations to come."

Eric and Ernie entertained hundreds of thousands of people during their many years in Blackpool, playing at seven theatres, six summer seasons and a starring role in the 1955 Royal Variety Performance at the Winter Gardens.

Michael Williams, Winter Gardens Managing Director, said: "The statue is wonderful and we cannot wait to see it unveiled at the entrance of the Winter Gardens where Morecambe and Wise performed so many times in their career. This will be a permanent tribute to the nation's favourite comedy double act which I am sure fans from around the world will want to come and see.

"Graham has done a wonderful job and we cannot thank him enough for all his hard work together with the families of Eric and Ernie who decided Blackpool – the boys' spiritual home – was the fitting location for this long overdue tribute to these two comedy greats."

Belfast Telegraph

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heraldscotland

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Irish Independent



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It will be unveiled on FRIDAY OCTOBER 14TH at 11AM by Eric's widow Joan, alongside eldest son Gary and daughter Gail together with a representative from Ernie's family. They will be joined on the day by many friends and fans of Morecambe and Wise.

Eric Morecambe's widow Joan said, on behalf of herself and Doreen Wise (Ernie's widow): "This is a day which Doreen and I never expected to happen. It was so exciting when the statue of Eric was unveiled in his home town of Morecambe in 1999 and I know Doreen was equally delighted when the statue of Ernie was unveiled in Morley, West Yorkshire, in 2010.

"We never dreamt of seeing a statue unveiled to both Eric and Ernie in Blackpool, a town that we have so many happy memories of from all the many shows the boys performed there over the years. It will be a day that will live with us forever."

The new statue of the double act, which cost £75,000 and has been funded through donations, has been gifted to Blackpool Winter Gardens.

Graham Ibbeson, who previously sculpted the now famous statue of Eric in the comedian's hometown of Morecambe in 1999, said: "I am delighted to have brought the boys back together so the nation can see them as they should be – Eric and Ernie alongside one another.

"Morecambe and Wise are the greatest double act to have ever graced British TV screens and both Eric and Ernie's families agree their spiritual home is Blackpool. Eric and Ernie's families have been involved right through the process and they love the statue which means an awful lot. I feel sure it will become a hugely popular and much-loved attraction in Blackpool for generations to come."

Eric and Ernie entertained hundreds of thousands of people during their many years in Blackpool, playing at seven theatres, six summer seasons and a starring role in the 1955 Royal Variety Performance at the Winter Gardens.

Michael Williams, Winter Gardens Managing Director, said: "The statue is wonderful and we cannot wait to see it unveiled at the entrance of the Winter Gardens where Morecambe and Wise performed so many times in their career. This will be a permanent tribute to the nation's favourite comedy double act which I am sure fans from around the world will want to come and see.

"Graham has done a wonderful job and we cannot thank him enough for all his hard work together with the families of Eric and Ernie who decided Blackpool – the boys' spiritual home – was the fitting location for this long overdue tribute to these two comedy greats."





Morecambe and Wise to be unveiled in Blackpool

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They performed more than 1,000 times in the seaside town during their career, and Morecambe's widow Joan said the unveiling is a day she and Doreen, Wise's widow, “never expected to happen”.

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The sculpture will be unveiled on October 14 by Mrs Morecambe, their eldest son Gary and daughter Gail, and a representative from Wise's family.

The eight foot tall bronzed statue of Eric Morecambe and Ernie Wise was commissioned to mark the 75th anniversary of them first appearing on stage together in 1941.

Ibbeson, who also previously created the statue of Morecambe in his home town, said he is “delighted to have brought the boys back together so the nation can see them as they should be”.

He said: “Morecambe and Wise are the greatest double act to have ever graced British TV screens and both Eric and Ernie's families agree their spiritual home is Blackpool.

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The new statue, which cost £75,000 and was funded through donations, has been gifted to the coastal entertainment complex.

Managing director of the historic site, Michael Williams, said Winter Gardens was a “fitting location” for the “long overdue tribute to these two comedy greats”.

Jersey Evening Post **COM**

Bring me sunshine - statue of Morecambe and Wise to be unveiled in Blackpool

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NORTH-WEST **Evening Mail**

Bring me sunshine - statue of Morecambe and Wise to be unveiled in Blackpool

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Oxford Mail



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The **SUNDAY POST**



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Midlands News Website of the Year
Express & Star

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News



First statue of Morecambe and Wise to be unveiled

The bronze statue coincides with the 75th anniversary of the duo first appearing on stage together.

Comedy duo Morecambe and Wise will be celebrated with the unveiling of the first statue of them together.

The eight foot bronze statue coincides with the 75th anniversary of Eric Morecambe and Ernie Wise first appearing on stage together - in 1941.

The unveiling will take place in the domed entrance of Blackpool's Winter Gardens, as it was dubbed their "spiritual home" by their closes friends.

They performed more than 1,000 times in the town throughout their career, with Morecambe's widow Joan saying it was

a day she - and Wise's widow Doreen - "never expected to happen".

It was so exciting when the statue of Eric was unveiled in his home town of Morecambe in 1999 and I know Doreen was equally delighted when the statue of Ernie was unveiled in Morley, West Yorkshire, in 2010. We never dreamt of seeing a statue unveiled to both Eric and Ernie in Blackpool, a town that we have so many happy memories of from all the many shows the boys performed there over the years. It will be a day that will live with us forever.

Joan Morecambe

The sculpture, which cost £75,000 to make and funded through donations, will be unveiled by Mrs Morecambe, their eldest son Gary, daughter Gail, and a representative of the Wise family, on October 14.

It was sculpted by Graham Ibbeson, who said he was "delighted to have brought the boys back together so the nation can see them as they should be".

He added: "Morecambe and Wise are the greatest double act to have ever graced British TV screens and both Eric and Ernie's families agree their spiritual home is Blackpool.

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THE YORKSHIRE POST

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The new statue, which cost £75,000 and was funded through donations, has been gifted to the coastal entertainment complex.

Managing director of the historic site, Michael Williams, said Winter Gardens was a “fitting location” for the “long overdue tribute to these two comedy greats”.

BIRMINGHAM MAIL

The comics captured in sculpture

ERIC AND ERNIE BECOME THE LATEST COMEDIANS TO HAVE STATUES IN THEIR MEMORY

By **ANDY RICHARDSON**

News Reporter
andyrichardson@trinitymirror.com
@andybrummail

MORECAMBE and Wise are being celebrated with the unveiling of the first statue of both members of the comedy double act.

The 8ft tall bronze statue of Eric and Ernie was commissioned to mark the 75th anniversary of them first appearing on stage together in 1941.

Sculpted by Graham Ibbeson, it will be sited in the domed entrance of Blackpool's Winter Gardens.

They performed more than 1,000 times in the seaside town during their career, and Eric's widow Joan said the unveiling, which is planned for October 14, would be a day she and Doreen, Ernie's widow, "never expected to happen".

They are the latest in a long line of comics who have been immortalised

in sculptures, including Birmingham's most famous comic son, Tony Hancock.

To many people Hancock was probably the best-known comedian of the 1960s.

He was born at 41 Southam Road, Hall Green, Birmingham, in May 1924. In 1954 his lugubrious character appeared on radio in Hancock's Half Hour, and then from 1956 to 1960 on television with superb scripts written by Ray Galton and Alan Simpson, including probably the most famous, The Blood Donor.

Hancock left Britain in 1968 to work on a proposed comedy series for Australian television but was found dead in his Sydney flat on June 25, 1968 with an empty vodka bottle and

an empty bottle of sleeping pills at his side.

A plaque on the exterior of 41 Southam Road commemorates his birth, and a statue in his memory stands in Old Square – the former home of the Birmingham Blood Transfusion Service.

The statue was unveiled by Sir Harry Secombe in 1996, and later moved a few yards to the centre of Old Square.

■ A statue of comedy legend Victoria Wood is to be built in her hometown of Bury, council bosses have confirmed.

A site in the town centre has been selected and fans have now met the £20,000 crowd-funding target.

Victoria's brother Chris Foote Wood launched a campaign to erect a life-sized memorial as a permanent tribute to his sister, who died of cancer in April at the age of 62.

The BAFTA award-winning comic studied drama at the University of Birmingham, and first found fame in the 1980s. She was best-known for Acorn Antiques and Dinnerladies, in which she starred with Smethwick's Julie Walters.

■ A life-sized bronze statue in memory of Irish comedian Spike Milligan is located in north London.

It features him sitting on a bench and turning as if to speak to a person

on the seat with him. Milligan died in 2002 from kidney failure. He was 83 years old.

■ A statue of comedian and magician Tommy Cooper can be found in his birthplace of Caerphilly, Wales.

It was unveiled by Sir Anthony Hopkins, patron of the Tommy Cooper Society.



The new Morecambe and Wise statue in Blackpool and, left, the memorial to Tony Hancock in Birmingham city centre

BIRMINGHAM MAIL

Cooper was famed for his red fez, and his appearance was large and lumbering, at 6 feet 4 inches and more than 15 stone.

He collapsed, and died soon afterwards, from a heart attack on live national television in April 1984. He was aged 63.

■ Les Dawson, a regular visitor to Birmingham's theatres, is best remembered for his deadpan style and jokes about his mother-in-law and wife.

He died of a heart attack, at the age of 62, in June 1993 and is immortalised in a bronze statue in ornamental gardens near to St Annes Pier in Lytham St Annes, where he lived for many years.



There are plans for a statue of Victoria Wood. Spike Milligan, Tommy Cooper and Les Dawson already have memorials

The Westmorland Gazette

Statue of Eric Morecambe and Ernie Wise by Graham Ibbeson to be unveiled at Blackpool's Winter Gardens

The first ever statue celebrating the nation's favourite comedy double act Morecambe and Wise will be unveiled at Blackpool's world famous Winter Gardens next month.

Renowned sculptor Graham Ibbeson has completed work on the stunning 8ft tall bronzed statue, which has been commissioned to mark the 75th anniversary of Eric and Ernie first appearing on stage together in 1941.



Its permanent home will be the spectacular domed entrance to the Winter Gardens in the heart of Blackpool – dubbed Morecambe and Wise's 'spiritual home' by those closest to the legendary double act. Eric and Ernie performed in Blackpool more than 1,000 times in their illustrious career.

This wonderful new statue will be unveiled on Friday October 14 at 11am by Eric's widow Joan, alongside eldest son Gary and daughter Gail, together with a representative from Ernie's family. They will be joined on the day by many friends and fans of Morecambe and Wise.

Joan said, on behalf of herself and Doreen Wise (Ernie's widow): "This is a day which Doreen and I never expected to happen.

"It was so exciting when the statue of Eric was unveiled in his home town of Morecambe in 1999 and I know Doreen was equally delighted when the statue of Ernie was unveiled in Morley, West Yorkshire, in 2010.

"We never dreamed of seeing a statue unveiled to both Eric and Ernie in Blackpool, a town that we have so many happy memories of from all the many shows the boys performed there over the years. It will be a day that will live with us forever."

LANCASTER GUARDIAN

Comedy

Statue tribute for Eric in rival resort

A £75,000 statue of Britain's best-loved comedy duo will be unveiled in Blackpool next month – less than a year after a similar plan was scrapped in Morecambe.

The 8ft tall bronze sculpture of Morecambe and Wise will be revealed on Friday, October 14 at the Winter Gardens theatre in Blackpool.

The 3D work showing Eric Morecambe cuddling his comedy partner Ernie Wise was created by Yorkshire sculptor Graham Ibbeson.

He was originally working on a similar likeness of Eric and Ernie to be wall mounted and placed in a Hall of Fame-style garden in Morecambe. But plans for this fell through in December 2015 due to a "lack of enthusiasm" for the project. This came after Lancaster City Council asked if the public wanted the monument in Morecambe but only eight people replied to the consultation.

The statue celebrates the 75th anniversary of Eric and Ernie first appearing together on stage. It will be unveiled by



This new Morecambe and Wise sculpture will be unveiled in Blackpool.

Eric's widow Joan, alongside eldest son Gary and daughter Gail together with a representative from Ernie Wise's family.

Mr Ibbeson said money for the statue came from the Winter Gardens' owners Blackpool Council and private sponsors.

"Blackpool took the idea on board and I really wanted to get this done to reunite Eric and Ernie," said Mr Ibbeson,

who also sculpted the Eric Morecambe Statue in Morecambe. "I am pleased with the outcome and the family is pleased with the outcome."

Eric Morecambe's widow Joan said: "We never dreamed of seeing a statue unveiled to both Eric and Ernie in Blackpool, a town that we have so many happy memories of from all the many shows the boys performed there over the years."

The Press and Journal ABERDEEN



Eric and Ernie back together

Morecambe and Wise will be celebrated with the unveiling of the first statue of both members of the comedy double act.

The 8ft bronzed statue of Eric Morecambe and Ernie Wise was commissioned for the 75th anniversary of them first appearing on stage together in 1941. Sculpted by Graham Ibbeson, it will take up residence in the domed entrance of Blackpool's Winter Gardens.

BARNSELEY CHRONICLE

Sculptor's work set for the bright lights of Blackpool

By Mike Cotton

BARNSELEY sculptor Graham Ibbeson has created the first ever statue celebrating the nation's favourite comedy double act Morecambe and Wise which will be unveiled at Blackpool's Winter Gardens next month.

Graham has completed work on the stunning £75,000 8ft bronzed statue which has been commissioned to mark the 75th anniversary of Eric and Ernie first appearing on stage together in 1941.

Its permanent home will be the Winter Gardens in the heart of Blackpool – dubbed Morecambe and Wise's 'spiritual home' - where they performed more than 1,000 times throughout their illustrious career.

Eric and Ernie fan Graham, of Cockerham Lane, Barnsley, said he'd been honoured to take on the project. "Morecambe and Wise were the great-

est double act ever to grace our screens.

"I did the statue of Eric which was unveiled by the Queen in Morecambe in 1999. Since I did that I've wanted to do Ernie as well.

"It's going in the fantastic domed foyer at the Winter Gardens, which is basically a cathedral of entertainment so I can't think of anywhere better for it."

The statue has been funded through donations and gifted to Blackpool Winter Gardens. Because it will remain inside it has been made using a bronze-infused resin. If it had been solid bronze the costs would have jumped to £250,000.

It will be unveiled on Friday October 14 at 11am by Eric's widow Joan, alongside eldest son Gary and daughter Gail together with a representative from Ernie's family.



FINISHING TOUCHES:
Graham Ibbeson with
his tribute to
Morecambe and Wise.

The Gazette

Week in Pictures



WEDNESDAY



The Gazette revealed a first look at the statue celebrating comedy legends Morecambe and Wise, to be unveiled at Blackpool's Winter Gardens next month.

Robert Halfon, Minister for Apprenticeships and Skills, told pupils at Moor Park Primary School they could be 'whatever they wanted to be' in life.

British Theatre Guide

The leading independent web site on British theatre

Morecambe & Wise statue for Blackpool

David Upton

2nd October, 2016

A new tribute to comedy great Morecambe & Wise will be unveiled at Blackpool's Winter Gardens on October 14.

The 8ft bronzed statue has been created by sculptor Graham Ibbeson and will be permanently situated in the foyer in the heart of Blackpool—the town regarded as the double act's "spiritual home" by their families who will attend the unveiling.

The statue celebrates the 75th anniversary of Eric & Ernie first appearing together on stage.

The **Visitor**

Eric and Ernie statue wot we could have had

BY GREG LAMBERT
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@NewsGregLambert

A £75,000 statue of Britain's best-loved comedy duo will be unveiled in Blackpool next month – less than a year after a similar plan was scrapped in Morecambe.

The 8ft tall bronze sculpture of **Morecambe and Wise** will be revealed on Friday, October 14 at the Winter Gardens theatre in Blackpool.

Created by Yorkshire sculptor Graham Ibbeson, the 3D work shows Eric Morecambe cuddling his comedy partner Ernie Wise – famed for his catchphrase 'The Play Wot I Wrote'.

Mr Ibbeson was originally working on a similar likeness of Eric and Ernie to be wall mounted and placed in a Hall of Fame-style garden in Morecambe.

But plans for this fell through in December 2015 due to a "lack of enthusiasm" for the project.

This came after Lancaster City Council asked if the public wanted the monument in Morecambe but only eight people replied to the consultation.

The statue celebrates the

75th anniversary of Eric and Ernie first appearing together on stage.

It will be unveiled by Eric's widow Joan, alongside eldest

son Gary and daughter Gail together with a representative from Ernie Wise's family.

Mr Ibbeson said money for the statue came from the Winter Gardens' owners Blackpool Council and private sponsors.

"Blackpool took the idea on board and I really wanted to get this done to reunite Eric and Ernie," said Mr Ibbeson, who also sculpted the Eric Morecambe Statue in Morecambe.

"I am pleased with the outcome and the family is pleased with the outcome."

Eric Morecambe's widow Joan said: "We never dreamed of seeing a statue unveiled to both Eric and Ernie in Blackpool, a town that we have so many happy memories of from all the many shows the boys performed there over the years."

Jim Cadman, the chief fundraiser behind efforts to bring the project to Morecambe, is no longer involved with the Blackpool scheme. Mr Cadman, an entrepreneur from the Midlands, said he was tak-

ing a "back seat" in Blackpool but is pressing ahead with plans to finish a Morecambe and Wise Heritage Trail in Morecambe. This began with the unveiling of a miniature statue of Eric and Ernie at the Jubilee Club in Torrisholme earlier this year. A series of plaques will be unveiled at other key locations with a connection to Morecambe and Wise.



Ernie work.



The Morecambe and Wise sculpture in clay. A bronze version of this will be unveiled in Blackpool.

The **SUNDAY POST**

7 DAY
PREVIEW



Eric and Ernie honoured

A STATUE of Morecambe and Wise will be unveiled in Blackpool on Friday.

The bronze monument was commissioned to mark the 75th anniversary of the duo's first stage appearance together.

It will be on display in the Winter Gardens.



THE YORKSHIRE POST

Falling out, falling in and trying not to fall off your bicycle

The geological landscape of news remains as fluid as ever. In a world in which mountains often crumble and new lands wait to be conquered, Neil Hudson scans the horizon

POLITICAL FALLOUT

Party political implosion is the all the rage these days. The Liberal Democrats started the ball rolling 18 months ago after they were decimated following the General Election and since then the Labour Party has attempted to emulate them (twice), although it must be noted it failed miserably on both occasions. Now UKIP wants in on the act. Following last week's 'fracas' between potential party leader Steven Woolfe and another MEP, expect much soul searching and possible mud-slinging from our country's esteemed politicians.

THE SCOTTISH QUESTION

Sticking with politics for the time being, if you thought the party political conferences were all done with, think again: Thursday will see the start of the Scottish National Party's annual get together and what party leader Nicola Sturgeon says may well be at odds with Prime Minister Theresa May's viewpoint. She will outline various resolutions to welcome international citizens, install CCTV in abattoirs and legalise cannabis for medicinal purposes.

BREXIT CHALLENGE

Another week, another legal challenge to Brexit. Last week saw legal arguments in Northern Ireland. This week, there will be a separate challenge the High Court in London. A judicial review action has been brought by British citizens who say the Government cannot trigger Article 50

of the Treaty of Lisbon - enabling the UK to leave the EU - without the prior authorisation of Parliament. The case is expected to run for the rest of the week and spill over into next.

STANDING ROOM

On a lighter note, a statue dedicated to Morecambe and Wise will be unveiled in Winter Gardens, Blackpool on Thursday. The eight foot tall bronzed creation has been commissioned to mark the 75th anniversary of the comedy duo first appearing on stage together in 1941. Costing £75,000 it is the first statue of the pair and will be permanently placed in the domed entrance of Blackpool's Winter Gardens.

On the same day but in Hertfordshire, a bronze bust of William the Conqueror will be unveiled at Berkhamsted Castle. The castle was where William accepted the English Crown after the Battle of Hastings in 1066.

TALKING HEADS

The start of this week is also likely to be dominated by the second of the US Presidential televised debates between candidates Hillary Clinton and Donald Trump.

The 90-minute political boxing match was broadcast live at 2am today.

ROYAL HIGHNESS

The royals will be out and about this week, in particular the Duke and Duchess of Cambridge and Prince Harry, who will take a trip on the London Eye on the Southbank in

support of World Mental Health Day.

WHAT GOES AROUND

They say what goes around comes around and seeing as Yorkshire did such a good job at hosting Le Grand Depart in 2014, the smart money is on the God's Own County clinching yet another high profile cycling event - this time we are bidding for the 2019 Road World Championships.

Expect an announcement late on Wednesday afternoon.

Sir Gary Verity, chief executive of tourist body Welcome to Yorkshire, said: "Yorkshire has everything a bike race could wish for. We can promise a gruelling but spectacular range of routes, huge crowds and the very warmest of welcomes."

The county hosted the Tour de France Grand Départ in 2014 and now hosts an annual Tour de Yorkshire.

Email: eped@ypn.co.uk
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The Gazette

Grand unveiling for resort comedy duo

BY AMY HOLMES
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@The_Gazette

Comedy lovers are invited to attend the grand unveiling of the first ever statue celebrating the nation's favourite double act Morecambe and Wise.

The statue will be unveiled at Blackpool's world famous Winter Gardens on Friday at 11am by Eric Morecambe's widow Joan, alongside eldest son Gary and daughter Gail together with a representative from Ernie Wise's family.

Created by renowned sculptor Graham Ibbeson the 8ft tall bronzed statue was commissioned to mark the 75th anniversary of Eric and Ernie first appearing on stage together in 1941.

Michael Williams, Winter Gardens Managing Director, said: "Eric and Ernie per-

formed in Blackpool more than 1,000 times during their career and lots of people will have fond memories of seeing them on stage here.

"They were adored by the British public so it is only fitting this is a public unveiling. Morecambe and Wise hold such a special place in the hearts of comedy lovers everywhere."

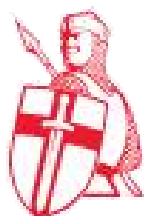
The statue, which has been funded through donations of £75,000, will be on permanent display in the domed entrance to the Winter.

Sculptor Graham Ibbeson has a long history with Eric and Ernie having also created the Eric Morecambe statue which was unveiled in Morecambe in 1999 by the Queen.

During their years in Blackpool the pair entertained hundreds of thousands of people, playing at seven theatres, six summer seasons and at the 1955 Royal Variety Performance at the Winter Gardens.



Graham Ibbeson working on a 3D model of the statue



EXPRESS



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the Daily and
Sunday Express

MORECAMBE AND WISE

Back together again

To mark the 75th anniversary of their first performance as a double act a new statue of the comedy legends will be unveiled in Blackpool this week

By **Sadie Nicholas**

FOR two decades the widows of legendary comedy duo Morecambe and Wise have waited patiently for this moment. Now at last the first statue of the pair together will be unveiled in Blackpool on Friday.

During their 43-year partnership Eric and Ernie performed more than 1,000 times in Blackpool, which has been dubbed their spiritual home. So it is a fitting tribute that the foyer of the Winter Gardens will house the huge bronze sculpture.

Costing £75,000 and funded by donations, it was commissioned to celebrate the 75th anniversary of the pair's first appearance on stage together in Nottingham in 1941. Although individual statues exist in their home towns of Morecambe in Lancashire and Morley in Leeds, this is the first to celebrate them as a double act. Morecambe's widow Joan said the unveiling is a day she and Doreen, Wise's widow, "never expected to happen".

"We never dreamt of seeing a statue unveiled to both Eric and Ernie in Blackpool, a town that we have so many happy memories of, from all the many shows the boys performed there over the years," she said. "It will be a day that will live with us for ever."

Eric Bartholomew and Ernest Wiseman, as they were then,

first met as teenagers in 1939 at a talent contest in Blackpool, which Morecambe won. By chance, two years later they were each booked separately to appear at the Nottingham Empire, supporting top of the bill singer Adelaide Hall.

After days of listening to them cracking jokes in rehearsals, Eric's mother Sadie suggested they would be better as a double act. There was just one problem: nobody rated Bartholomew and Wise as a name for them.

Years later Eric recalled the moment: "My mother was talking to Adelaide Hall and explaining to her how nobody liked the name Bartholomew and Wise. Adelaide's husband Bert Hicks overheard and said that he had a friend who called himself Rochester because he came from Rochester in Minnesota."

"He asked my mother where she came from and she said, 'Morecambe', to which he replied, 'That's a good name. Call him Morecambe.'"

As Morecambe and Wise they became stars of theatres across the country, reducing audiences to tears of laughter. However their TV debut in 1954, a show called *Running Wild*, was an unmitigated disaster.

Universally panned by critics, one particularly scathing review

read: "Definition of the week, TV set - the box in which they buried Morecambe and Wise."

Eric carried the review with him until his final days, long after the pair had subsequently become television sensations, with their various shows attracting audiences of more than 20 million at a time.

"Eric would transfer the review from jacket to jacket. He kept it in his breast pocket," Joan revealed in an interview in 2012. "They never knew how long their success was going to last."

So popular was the long-running Morecambe And Wise Show, which first aired on BBC Two in 1968, that the pair boasted guest stars including Shirley Bassey, Sir Elton John, and André Previn.

Their Christmas specials became as much a part of British

festivities as turkey and crackers, with up to 28 million viewers tuning in. And who could forget their trademark song *Bring Me Sunshine*?

"I knew they were something special," Joan Morecambe has said. A former dancer, she met Eric on the circuit. "When television came in a lot of the music hall people vanished. Eric and Ernie could adapt - they came up with new stuff all



EXPRESS



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the time."

Still, the pair paid a heavy price for their stratospheric success. In 1968, aged 42, Eric had a heart attack but defied doctors' orders to take a year off work.

"They had to learn new stuff every week because they were so popular and they were in constant demand," Joan said. "They even went across the Atlantic to do the Ed Sullivan show. It was overwhelming and that was why Eric had his first heart attack."

He had a second heart attack in 1979 followed by a third fatal one in 1984. After Eric's death Ernie moved to Florida and he too died of heart failure in 1999.

More than 30 years since they recorded their last show together, Morecambe and Wise's popularity is enduring and their genius has inspired another generation of comics, including Miranda Hart who grew up wanting to be the "female Eric Morecambe".

Now they are about to be immortalised together in bronze, the statue's creator, Yorkshire-based Graham Ibbeson, says he hopes it will "bring the boys back together so the nation can see them as they should be".

HE PREVIOUSLY created the statue of Morecambe in his home town, unveiled by the Queen in 1999. For Joan Morecambe and Doreen Wise, the waiting is almost over.

"I don't think either of them would have dreamt of how their popularity would go on and on," Joan said. "We were all waiting for the bubble to burst. But it never has."

Despite the autumn chill when the statue is unveiled later this week, you can bet that Morecambe and Wise will once again bring their own inimitable brand of sunshine to Blackpool.



IMMORTALISED: The statue of Eric and Ernie going up in Blackpool where the duo, left, first met as teens in 1939



Morecambe and Wise statue to be unveiled

A new statue to Morecambe and Wise is being unveiled in Blackpool.

Its the first statue to both members of the comedy double act, complementing the statue to Eric in his home town of Morecambe.

The eight foot tall bronzed statue of the pair was commissioned to mark the 75th anniversary of them first appearing on stage together in 1941. It was sculpted by Graham Ibbeson, and will take up residence in the domed entrance of Blackpool's Winter Gardens - dubbed their "spiritual home" by those closest to them.

Eric Morecambe's widow Joan will be present for the ceremony in the town where they performed more than 1,000 times in the seaside.



BBC
RADIO



BBC
RADIO **5 live**

5 live Breakfast



07/12/2016

Nicky Campbell and Rachel Burden with news from the UK and around the world. Plus sport, interviews, topical debates, travel, weather and business.

They talk to Graham Ibbeson, the sculptor behind the new Morecambe and Wise statue in Blackpool today.

itv NEWS



ITV Reporter Damon Green joins the families of Eric Morecambe and Ernie Wise as a statue celebrating the comedy greats was unveiled at their “spiritual home” of Blackpool.

5 NEWS



Angela Rippon

**ANGELA RIPPON TALKS ABOUT
HER LOVE OF ERIC AND ERNIE
AS A NEW STATUE TO THE
COMEDY LEGENDS IS UNVEILED
AT BLACKPOOL WINTER GARDENS**



New tribute to Morecambe and Wise is unveiled in Blackpool

14:48, UK, Friday 14 October 2016

Comedy duo Eric Morecambe and Ernie Wise have been celebrated with an eight foot bronze statue.

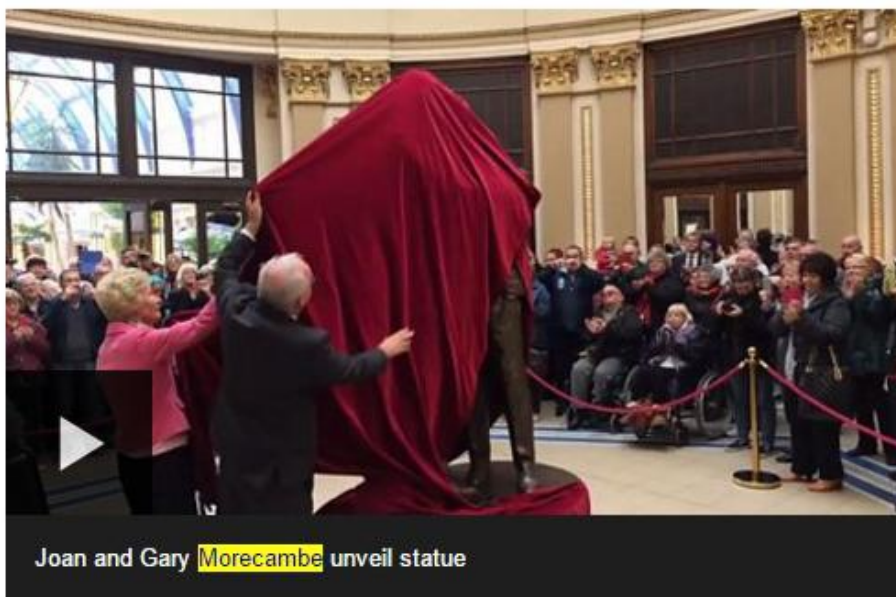


BBC RADIO LANCASHIRE

95.5 FM | 103.9 FM | DAB | bbc.co.uk/lancashire

12:59
14 Oct **Statue unveiled in comedy legends 'spiritual home'**

A statue of comedy duo **Morecambe** and Wise has been unveiled at a ceremony in Blackpool.



The pair performed in the resort more than 1,000 times in what has been described as their "spiritual home".

Eric's wife, Joan, and son, Gary, unveiled the £75,000, 8ft (2.4m) bronze statue.

BBC Radio Lancashire's Nishma Hindocha joins the crowds and families of comedy legends Morecambe and Wise as a statue celebrating the double act's first appearance on stage together is unveiled at Blackpool's Winter Gardens

BBC
NORTH WEST
TODAY



Crowds gather as Morecambe and Wise statue is unveiled in Blackpool



A Morecambe and Wise statue has been unveiled in Blackpool.



And I'm thrilled with the way it's turned out.



Morecambe and Wise's Blackpool statue unveiled to mark pair's first stage appearance

ERIC and Ernie brought sunshine back to Blackpool's Winter Gardens today with the first ever statue to celebrate Morecambe and Wise.



The £75,000, 8ft sculpture was commissioned to mark the 75th anniversary of the pair first appearing on stage together in 1941 and was unveiled by Eric's widow Joan, eldest son Gary, daughter Gail and a member of Ernie's family.

The bronze sits in the domed entrance of the seaside venue – dubbed their “spiritual home”. They performed more than 1,000 times in the town during their 43-year partnership.

Afterwards Joan said: “I’m thrilled with the way the sculpture has turned out. I hope a lot of people get pleasure from seeing it.”

Gail said: “It was all very emotional. I was taken aback. The likeness is fantastic and it’s wonderful that they are in this venue.”

The statue was created by artist Graham Ibbeson who also made the statue of Eric for the prom in his home town of Morecambe, Lancashire.

He said: “Morecambe and Wise were the greatest double act ever to grace British TV and both their families agree Blackpool is their spiritual home. They love the statue which means an awful lot.

“I feel sure it will become a popular and much-loved attraction in Blackpool for generations to come.”

The managing director of the Winter Gardens, Michael Williams, said the setting was a “fitting location” for the “long overdue tribute to these two comedy greats”.

Eric Bartholomew and Ernest Wiseman, as they were first known, met as teenagers in 1939 at a talent contest in Blackpool. Morecambe won it.

The Morecambe and Wise Show – with its trademark song Bring Me Sunshine – was one of the most successful TV programmes of all time. Eric died of a heart attack in 1984. Ernie moved to Florida and died in 1999.

BBC
NEWS

www.bbc.co.uk/news



Morecambe and Wise statue unveiled in Blackpool

14 October 2016 Last updated at 14:49 BST

A statue of legendary comedy duo Morecambe and Wise has been unveiled at a ceremony in Blackpool.

Eric and Ernie performed in the resort more than 1,000 times in what has been described as their "spiritual home".

Eric Morecambe's widow Joan and son Gary unveiled the £75,000 bronze statue, which is 8ft (2.4m) tall.



Families of Eric and Ernie help unveil statue of comedy duo in Blackpool

The sculpture was unveiled by Joan Morecambe, their eldest son Gary and daughter Gail, and a representative from Wise's family.



The eight-foot bronze sculpture was commissioned to mark the 75th anniversary of their first stage appearance together in 1941.

Morecambe and Wise played in Blackpool more than a thousand times and today a statue of them was unveiled at the famous Winter Gardens.

Here's Victoria Grimes report



Families of Eric and Ernie help unveil statue of comedy duo in Blackpool



The sculpture was unveiled by Joan Morecambe, their eldest son Gary and daughter Gail, and a representative from Wise's family.

The eight-foot bronze sculpture was commissioned to mark the 75th anniversary of their first stage appearance together in 1941.

Sculpted by Graham Ibbeson, it took up residence in the domed entrance of Blackpool's Winter Gardens - dubbed their "spiritual home" by those closest to them.

They performed more than 1,000 times in the seaside town during their career, and Morecambe's widow Joan said the unveiling is a day

she and Doreen, Wise's widow, "never expected to happen".

Morecambe and Wise are the greatest double act to have ever graced British TV screens and both Eric and Ernie's families agree their spiritual home is Blackpool.

GRAHAM IBBESON, SCULPTOR said: "Eric and Ernie's families have been involved right through the process and they love the statue which means an awful lot.

"I feel sure it will become a hugely popular and much-loved attraction in Blackpool for generations to come."



Families of Eric and Ernie help unveil statue of comedy duo in Blackpool

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Morecambe and Wise played in Blackpool more than a thousand times and today a statue of them was unveiled at the famous Winter Gardens.

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Here's Victoria Grimes report



Blackpool honours Morecambe and Wise 75 years after first stage appearance

Comedy duo Eric Morecambe and Ernie Wise have been celebrated with an eight foot (2.4 metres) bronze statue.

The £75,000 sculpture was unveiled at Blackpool's Winter Gardens on Friday by family members of the double act who performed in the seaside town more than 1,000 times during their career.

Created by sculptor Graham Ibbeson, the statue was commissioned to celebrate the 75th anniversary of Morecambe and Wise first appearing on stage together.

Eric's son, Gary, said his father would have been "gobsmacked" by the idea of a statue.

Gary added: "Blackpool was Eric and Ernie's spiritual home, their careers really took off here, and to see them together again in this wonderful tribute is fantastic.

"Graham is a brilliant artist and the likeness to my father and Ernie is stunning. I am sure fans of Eric and Ernie, indeed everyone who sees it, will get a big thrill out of it.

"The fact it is here in Blackpool would have been a huge thing for both Eric and Ernie as it is a town they had so much success in and affection for."

Aol.



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"The fact it is here in Blackpool would have been a huge thing for both Eric and Ernie as it is a town they had so much success in and affection for."



EXPRESS



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Sunday Express

Hello sunshine..statue of Eric and Ernie unveiled

By **Jan Disley**

ERIC and Ernie brought a bit more sunshine back to Blackpool's Winter Gardens yesterday with the first statue to celebrate **Morecambe and Wise**.

The £75,000, 8ft sculpture was created to mark the 75th anniversary of the pair first appearing on stage together in 1941.

It was unveiled by Eric's widow Joan, son Gary, daughter Gail and a member of Ernie's family.

The bronze sits in the domed entrance of the seaside venue - dubbed their "spiritual home".

They performed more than 1,000 times in the town during their 43-year partnership.

After the ceremony, Joan said: "I am thrilled with the way the scul-

TV greets Eric and Ernie performing together

pure has turned out. I hope that a lot of people will get pleasure from seeing it."

Gail said: "It was all very emotional. I was taken aback. The likeness is fantastic and it's wonderful they are in this venue."

The statue was created by artist Graham Ibbeson, who also made the statue of Eric for the prom in his home town of Morecambe, Lancashire.

He said: "Morecambe and Wise were the greatest double act ever to grace British TV and both their families agree Blackpool is their spiritual home. They love the statue which means an awful lot."

"I feel sure it will become a popular and much-loved attraction in Blackpool for generations to come."

The managing director of the Winter Gardens, Michael Williams, said the setting was a "fitting location" for the "long overdue tribute to these two comedy greats".

Eric Bartholomew and Ernest Wiseman, as they were born, met as teenagers in 1939 at a talent contest in Blackpool.

They became family favourites with the Morecambe and Wise Show - and its trademark song Bring Me Sunshine - which was a huge TV hit.

Eric died of a heart attack in 1984.

Ernie moved to Florida and died in 1999.



Eric's son Gary, widow Joan and daughter Gail at the unveiling yesterday





Bring me sunshine in Blackpool

Comedy duo Eric Morecambe and Ernie Wise have been celebrated with an 8ft bronze statue.

The £75,000 sculpture was unveiled at Blackpool's Winter Gardens yesterday by family members of the double act, who performed in the seaside town more than 1,000 times.

Created by sculptor Graham Ibbeson, the statue was commissioned to celebrate the 75th anniversary of Morecambe and Wise first appearing on stage together.

Morecambe's son, Gary, said his father would have been "gobsmacked" by the idea of a statue. He added: "Blackpool was Eric and Ernie's spiritual home, their careers really took off here, and to see them together again in this wonderful tribute is fantastic."

"Graham is a brilliant artist and the likeness to my father and Ernie is stunning. I am sure fans of Eric and Ernie, indeed everyone who sees it, will get a big thrill out of it."

"The fact it is here in Blackpool would have been a huge thing for both Eric and Ernie as it is a town they had so much success in and affection for."

The statue, which was funded through donations, will be on permanent display in the entrance to the Winter Gardens. PA

The Press and Journal ABERDEEN

Classic double act marked in bronze

Culture: Anniversary of Morecambe and Wise

BY JOE NERSSESSIAN

Comedy duo Eric Morecambe and Ernie Wise have been celebrated with an 8ft (2.4m) bronze statue.

The £75,000 sculpture was unveiled at Blackpool's Winter Gardens yesterday by family members of the double act who performed in the seaside town more than 1,000 times during their career.

Created by sculptor Graham Ibbeson, the statue was commissioned to celebrate the 75th anniversary of Morecambe and Wise first appearing on stage together.

Morecambe's son, Gary, said his father would have been "gobsmacked" by the idea of a statue.

He added: "Blackpool was Eric and Ernie's spiritual home, their careers really took off here, and to see them together again in this wonderful tribute is fantastic.

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and Ernie as it is a town they had so much success in and affection for."

The statue, which was funded through donations, will be on permanent display in the entrance to the world-famous Winter Gardens.

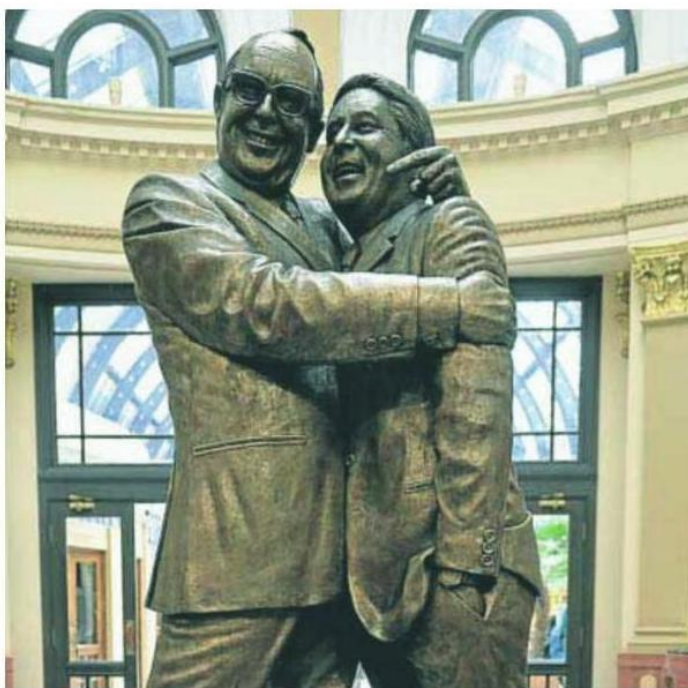
"I am sure everyone who sees it, will get a thrill out of it"



STANDING TALL: The comedic duo were unveiled at Blackpool's Winter Gardens

THE COURIER

& Advertiser



Honour for Morecambe and Wise

Comedy duo Eric Morecambe and Ernie Wise have been recognised with an eight foot (2.4 metre) bronze statue.

The £75,000 sculpture was unveiled at Blackpool's Winter Gardens yesterday by family members of the double act who performed in the town more than 1,000 times during their career.

Created by sculptor Graham Ibbeson, the statue was commissioned to celebrate the 75th anniversary of Morecambe and Wise first appearing on stage together.

Morecambe's son, Gary, said his father would have been "gobsmacked" by the idea of a statue. Picture: PA.

LANCASHIRE Evening Post

New statue brings sunshine to resort

"IT is fantastic, it captures the genuine affection the two of them had for each other."

That was the verdict on the new Morecambe and Wise statue which now graces the rotunda at the Winter Gardens in Blackpool from Gary Morecambe, Eric's son.

He was speaking after he unveiled the 8ft statue along with sister Gail and mum Joan in front of scores of VIPs and hundreds of members of the public gathered at the venue

where the stars appeared hundreds of times in variety shows.

The bronze, funded by donations of £75,000, depicts the evergreen TV comedians Eric and Ernie in characteristic pose. Created by sculptor Graham Ibbeson, who also did the famous statue of Eric in Morecambe and the Les Dawson statue in St Annes, the 8ft bronzed statue was commissioned to mark the 75th anniversary of Eric and Ernie first appearing on stage together.



The Gazette

Bringing sunshine into the Winter Gardens

By TIM GAVELL
tim.gavell@press.co.uk
@The-Gazette

"It's fantastic, it captures the genuine affection the two of them had for each other."

That was the verdict on the new Morecambe and Wise statue which now graces the rotunda at the Winter Gardens from Gary Morecambe, Eric's son.

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Created by sculptor Graham Ibbeson, who also did the famous statue of Eric in Morecambe and the Les Dawson statue in St Annes, the 8ft bronzed statue was commissioned to mark the 75th anniversary of Eric and Ernie first appearing on stage together in 1941. It was unveiled almost 40 years to the day that Eric and Ernie last played in the resort.

Gary Morecambe said: "We

saw the work on the statue quite late on, it was just clay then but it was extraordinary because of the likeness.

"It is a wonderful pose, says everything about their relationship.

"They always said Blackpool was their spiritual home. They were here in September 1953 when mum was expecting Gail.

"That was a key year for them, performing at this huge theatre, they really took off from there."

Gail said: "Mum was back at home in Morecambe in 1953 Eric came off stage just before the finale to rush back up."

Joan said: "It was a very emotional moment when the cover came off. It is lovely."

The pair recalled that they stayed in Blackpool many times as children when Eric and Ernie were in summer season and stayed in a caravan at Squires Gate.

Michael Williams, Winter Gardens managing director, said: "We are delighted to host this fabulous tribute to Morecambe and Wise.

"Eric and Ernie performed in Blackpool more than 1,000 times during their career and lots of people will have fond memories of seeing them on stage here.

"They were adored by the



Gary Morecambe, Joan Morecambe and Gail Morecambe at the statue unveiling

British public so it is only fitting this is a public unveiling. Morecambe and Wise hold such a special place in the hearts of comedy lovers everywhere.

"When we were bringing the statue in from the truck under its covers yesterday, people were taking photographs and asking questions.

"They were so popular and we have had lots of people asking about having their photographs taken in front of it.

"We had been looking for something suitable for the foyer since we have had the refurbishment and this is perfect.

"Morecambe and Wise have such a strong association here especially with the Opera House and it was 40 years ago virtually to the day that they last played here in Blackpool.

"It will be great for Blackpool's tourism. The statue in

Morecambe is a tourist attraction in itself."

Deputy leader of Blackpool Council Gillian Campbell who holds the tourism brief said she was a big fan of the duo on TV.

She said: "We saw the plans but you are never quite sure how they will turn out, but this looks absolutely amazing.

"This is fabulous for Blackpool where they played so many times. They had a widespread appeal and still do.

"I grew up watching them and even now my 13 and eight-year-olds watch them and think they are hilarious."

During their years in Blackpool the pair entertained hundreds of thousands of people, playing at seven theatres, six summer seasons and a star role in the 1955 Royal Variety Performance at the Winter Gardens.

The Gazette

Saturday, October 15, 2016 www.blackpoolgazette.co.uk



The new Morecambe and Wise statue his unveiled at the Winter Gardens



Tweets of the Day



It's got to be done so what's another #solution? If it's after
#Blackpool #illuminations end it could be okay
@cypruspictures on rail closures between Blackpool and Preston



We should go visit #EricAndErnie while we are in #Blackpool
this weekend! #MorecambeAndWise
@VivienMcTrouble on the new Morecambe and Wise statue



I'm on the Promenade now. I love seaside resorts, especially
in the 'low season'

@SocksOff1

Eastern Daily Press

Comedy duo are honoured

Comedy duo Eric Morecambe and Ernie Wise have been celebrated with an eight foot bronze statue.

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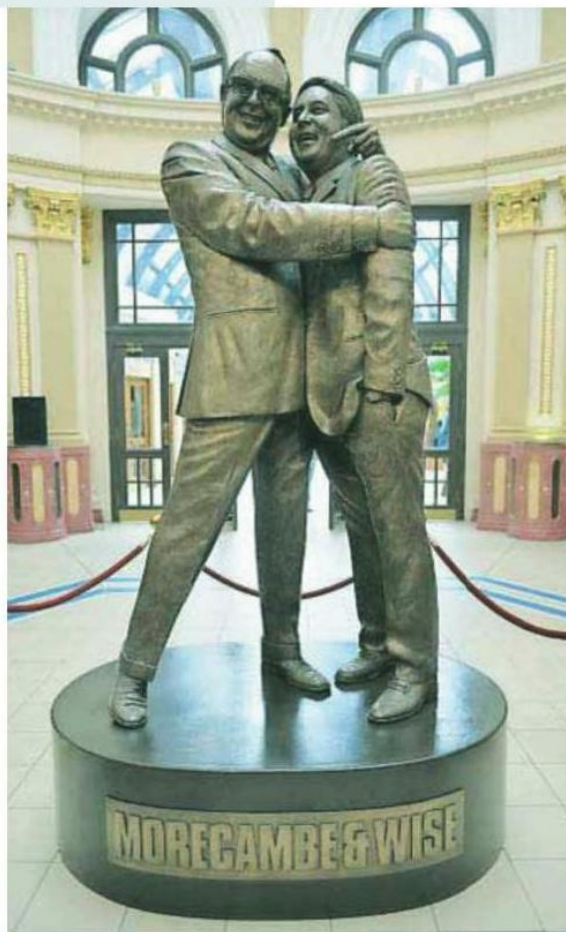
Morecambe's son, Gary, said his father would have

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He added: "Blackpool was Eric and Ernie's spiritual home, their careers really took off here, and to see them together again in this wonderful tribute is fantastic.

"Graham is a brilliant artist and the likeness to my father and Ernie is stunning. I am sure fans of Eric and Ernie, indeed everyone who sees it, will get a big thrill out of it."

The statue will be on permanent display in the entrance to the world famous Winter Gardens.



■ The statue of Morecambe and Wise which has been unveiled in Blackpool.

Picture: PA



Blackpool honours Morecambe and Wise 75 years after first stage appearance

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THE YORKSHIRE POST



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LANCASTER GUARDIAN



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WESTERN Daily Press

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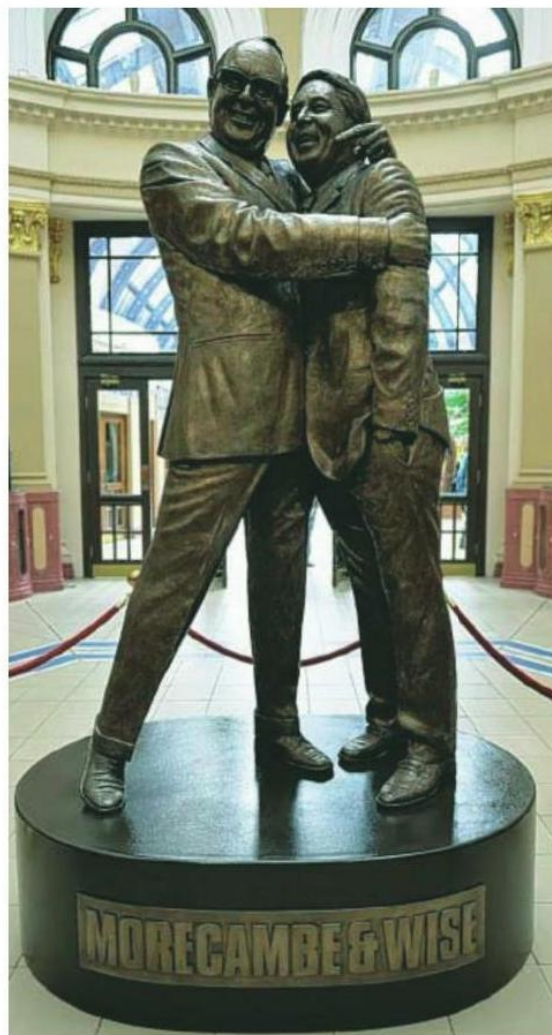
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The statue of Morecambe and Wise that has been unveiled

Express & Star

Statue tribute to Eric and Ernie

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The statue of the comedy duo

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Eric Bartholomew and Ernest Wiseman, as they were first known, met as teenagers in 1939 at a talent contest in Blackpool. Morecambe won it.

Success

The Morecambe and Wise Show – with its trademark song Bring Me Sunshine – was one of the most successful TV programmes of all time.

Eric died of a heart attack in 1984. Ernie moved to Florida and died in 1999.

A statue of Morecambe, created by sculptor Graham Ibbeson, was unveiled by the Queen at Morecambe in July 1999 and is surrounded by inscriptions of many of his favourite catchphrases and an exhaustive list of guest stars who appeared on the show.

Their show is still a family staple on television, particularly over the upcoming Christmas period.



Morecambe and Wise bring sunshine to Blackpool!

Created by renowned sculptor Graham Ibbeson the 8ft tall bronzed statue was commissioned to mark the 75th anniversary of Eric and Ernie first appearing on stage together in 1941.



Michael Williams, Winter Gardens Managing Director, said: "We are delighted to host this fabulous tribute to Morecambe and Wise here in their spiritual home of Blackpool.

"Eric and Ernie performed in Blackpool more than 1,000 times during their career and lots of people will have fond memories of seeing them on stage here.

"They were adored by the British public so it is only fitting this is a public unveiling. Morecambe and Wise hold such a special place in the hearts of comedy lovers everywhere."

The statue, which has been funded through donations of £75,000, has gone on permanent display in the spectacular domed entrance to the Winter. Sculptor Graham Ibbeson has a long history with Eric and Ernie having also created the Eric Morecambe statue which was unveiled in 1999 by the Queen and now adorns the promenade in the comedian's hometown of Morecambe.

During their years in Blackpool the pair entertained hundreds of thousands of people, playing at seven theatres, six summer seasons and a star role in the 1955 Royal Variety Performance at the Winter Gardens.

Derby Telegraph

SMARTER FOR 10

MARION McMULLEN LOOKS AT STAR STATUES AS FANS VOTE TO HONOUR VICTORIA WOOD

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A PORCELAIN statue in gold of American pop superstar Michael Jackson and his pet monkey Bubbles was created by US artist Jeff Koons in 1988. Three editions were made of the life-sized figure. Koons once said: 'I enjoy all mediums, and I have to say, music is the medium that first made me understand how powerful art could be.'

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FRENCH film star Brigitte Bardot, right, was the inspiration for a bust of

Marianne, the symbol of the French Republic, in 1993. Bardot's blonde looks and hourglass silhouette turned her into an international star in the 1950s and she is now heavily involved in campaigning for animal rights.

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A GIANT sculpture of Marilyn Monroe by Seward Johnson went on display in Chicago in 2012. It stood 26ft tall and weighed 34,000 pounds and was inspired by the famous scene from Marilyn's 1955 movie comedy *The Seven Year Itch*.

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Manchester Evening News



Cambridge News

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Victoria Wood as her much loved character, Bren



Mitch with the statue of singer Amy Winehouse

Ken Dodd at the Laurel and Hardy unveiling and, left, The Beatles stride out in Liverpool



A fitting tribute to screen giant Marilyn Monroe

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A shining example of starry statuary - Michael Jackson with his pet chimp, Bubbles

The Gazette

Who else will we honour with a bit of bronze?

WRITTEN BY
**ANDY
MITCHELL**
(RADIO WAVE)



I see the Victorian craze for statues has taken off again for a whole new generation. Not a week goes by now without someone suggesting a statue be unveiled in someone's memory.

Indeed one of the more high profile ones of recent weeks has been the arrival of Morecambe and Wise in bronze at the Winter Gardens. All good stuff, and it generated the sort of fabulous PR that secures Blackpool a mention on the teatime telly.

A little further afield, and in a similar move, we learn that other Lancashire comedian who left us earlier this year, Victoria Wood, is to be immortalised as a statue where she grew up in Bury. Then, no sooner had the legendary Hilda Ogden actress Jean Alexander passed away last week, there were calls for her to have a statue in her honour too. It was the BBC who raised the question about whether it would really be what Jean, who I'm told was a very private lady, would have wanted. Maybe

she'd have been thrilled.

It's the latest way of giving our heroes a lasting send-off in a way which combines popular culture with what they'd describe on one of those adverts on ITV3 as a "lasting tribute"

It did make me wonder, though, how long this love affair with the statue would last, whilst a glance around town reveals we haven't been particularly on trend with our hero collecting for well over a century.

The arrival of Bickerstaffe Square a few years ago, you would have thought, might have been accompanied by a likeness of the great man himself, maybe affording the new generation a little explanation about the town's history. We have Alderman Bickerstaffe, of course, to thank for building Blackpool Tower. If ever there was a man from our history who could be lined up for a bit of bronze, surely it would be him?

We could go right through the 20th Century, rounding up our lost celebs, finally giving them due respect. Violet Carson, of course, Queen of North Shore in the 60s and 70s, should surely be immortalised with a statue on Bispham roundabout.

I bet we all have someone in mind we'd like to see erected in bronze.

Together with the articles presented on previous pages, both the launch and unveiling of the Morecambe and Wise statue at Blackpool Winter Gardens was covered online by:

224 separate news outlets

with an editorial reach of:

15.1 million readers

The titles publishing these articles are listed on the following pages



& Hillfoots
Alloa Advertiser

Arbroath Herald

Asian The voice of the Asian community
Image

BAILIWICK  EXPRESS

Banbridge Leader

 BANBURY
Guardian

Barry & District News

Basildon
Standard

Belfast
Telegraph

BERKHAMSTED & TRING
Gazette

Andover Advertiser

Ardrossan & Saltcoats
Herald

AYR
Advertiser
Incorporating Prestwick Times & Carrick Herald Scotland's oldest weekly newspaper

Ballymena Times

Banbury Cake

NEWS
Barrhead

Basildon
Canvey
Southend **Echo**

Basingstoke & North Hampshire
Gazette

Belper
News

Bicester Advertiser

News Post Leader

**Border
Telegraph**

DAILY ECHO

**Breaking
News.ie**

**Bridgwater
Mercury**

**Brighouse
ECHO**

**Bromsgrove
Advertiser**

Bucks Free Press

**Bury Times
Campaign**

The Bolton News

BOREHAMWOOD
& ELSTREE **TIMES**

Braintree & Witham
TIMES

Brechin Advertiser

Bridport NEWS

The Argus

Buchan Observer

**Weekly
News**
• Burnham • Highbridge

The Buteman

Tivy-Side
ADVERTISER 
The VOICE
of the COMMUNITY

CARLUKE GAZETTE

Chard and Ilminster
News

Chichester
OBSERVER

Clacton Gazette

Cotswold Journal

Crewe & Nantwich
Guardian

Croydon
Guardian

CUMNOCK
Chronicle
Covering Cumnock, Doon Valley & Upper Nithsdale

DONSIDE
PIPER
Part of the Donside Piper Series

Carrick
GAZETTE

Chelmsford
Weekly News

The Citizen

Coleraine Times

Craven Herald

Clydebank
Post

Cumbernauld NEWS

Darlington & Stockton Times

Dewsbury Reporter
A Dewsbury newspaper you can trust
www.dewsburyreporter.co.uk

THE HERALD
ABINGDON DIDCOT WALLINGFORD WANTAGE & GROVE

DorsetBusiness
dorsetbusiness.co.uk... 24-hour business news and information

Milngavie
& Bearsden **HERALD**

Droitwich Spa
Advertiser

Dudley News

Dunfermline Press
And West of Fife Advertiser

EAST LONDON
& WEST ESSEX **Guardian**

A Eastwood & Kimberley
ADVERTISER

Enfield **INDEPENDENT**

Diss Express

DorsetECHO

 **Southern Reporter**

DromoreLeader

Dumbarton and Vale of Leven
Reporter

EALING **TIMES**

East Lothian
 **COURIER** 

The **ELLON TIMES**

EPPING FOREST
Guardian

Epsom
Guardian.co.uk

 **Daily**
Gazette

The
FALKIRK HERALD

FLEETWOOD
WEEKLY NEWS

The
Fraserburgh Herald

The Garstang
Courier

EveningTimes

Gazette

Halesowen News

Evening Echo

EveshamJournal

thePacket

FORFAR
DISPATCH

The Galloway Gazette

Mkley Gazette

The
Extra

GUIDE & GAZETTE
Broughty Ferry Guide • Carnoustie Gazette • Montfleeth Advertiser

HALSTEAD
GAZETTE

HAMPSHIRE  CHRONICLE

Haringey
LONDON

Harrogate Advertiser

HARROW **TIMES**

Harwich and Manningtree
Standard

Haverhill
echo

Hawick News
THE VOICE OF THE TOWN SINCE 1882

Hayling
Islander
and Langstone Link

HEBDEN BRIDGE
TIMES

Hemsworth and South Elmsall
Express
We're here for you

Lutterworth
Mail
HILLINGDON
& UXBRIDGE **TIMES**

Hereford Times

Dispatch

The IMPARTIAL
REPORTER

INVERURIE
HERALD

Irish Examiner

Your Local
Guardian

Free Press

Keighley  **News**

**Kildare
Nationalist**

Kirkintilloch

Herald

Knutsford
Guardian

Larne Times

Leigh Journal
Tyldesley and Atherton

LEYLAND
Guardian

LONDON DERRY
SENTINEL 

Jersey Evening Post 

The
Shuttle

KINCARDINESHIRE
OBSERVER

KIRRIEMUIR
HERALD

LANCASHIRE
Evening Post

Ledbury Reporter

LEIGH
Observer

Linlithgow GAZETTE

Longridge & Ribbles Valley
News 
and ADVERTISER

Louth Leader

Maldon
Standard

Malvern Gazette

MARKET
Rasen Mail

Messenger

Middlewich
Guardian

Midlothian
ADVERTISER

Milton Keynes
Citizen

MONTROSE
REVIEW

LUDLOW & TENBURY WELLS
Advertiser

GAZETTE & HERALD

Chad

MEARNS
LEADER

Mid Devon
Star

Midhurst and Petworth
OBSERVER

MILFORD
The Mercury

Mirfield Reporter

The
Visitor



MORLEY
Observer & Advertiser

www.morleyobserver.co.uk

Morpeth Herald

MotherwellTIMES

The Guide

PRESTWICH AND WHITEFIELD

Newmarket Journal

News Guardian

newsflare



NewtownabbeyTimes

NORTH-WEST
Evening Mail

NORTHAMPTON
Chronicle 
& ECHO

The Northern Echo

Northumberland Gazette

Northwich
Guardian

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Social Media impact: Twitter

On September 27th 2016, Rhodes Media announced the nation's first Morecambe and Wise statue would be unveiled at Blackpool Winter Gardens.

Twitter saw an incredible amount of activity all linked to this launch PR. The story was carried by more than 200 news channels (online/broadcast/print) backed by social media support.

In the first 39 hours (post PR launch) there were **1,123 original Tweets** from **955 separate contributors** reacting to the story, many using the hashtag #MorecambeandWise #Morecambe&Wise

This led to **total impressions of 13.02 million** and **an audience of 9.65 million.**

These 1,123 Tweets were posted by users/media organisations in key UK areas in terms of potential visitors to Blackpool and also from users as far afield as USA, Australia, Japan and South Africa.

