



**FOR RELEASE 18/11/11**

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## **BRIAN BLESSED MAKES IT EASIER TO GET UP ON COLD, DARK WINTER MORNINGS – WAKEY WAKEY!**

**Manchester, UK, Friday 11<sup>th</sup> November 2011** – Oversleeping just got more difficult. Spurred on by the incredible public response to his facebook campaign, “Campaign to get Brian Blessed to do a voice over for my sat nav”, which resulted in the release last year of the TomTom Brian Blessed satnav voice, the idiot behind it asked Brian if he wouldn't mind awfully making an Alarm Clock. Brian was most obliging. This time he has roped in a talented bunch of professionals and November 18<sup>th</sup> sees the release of the Brian Blessed iPhone Alarm Clock App in the iTunes store. Now, as well as directing traffic, national treasure Brian Blessed will be waking the nation.

The alarm clock app features over thirty uniquely recorded Brian Blessed wakeup calls covering a range of moods from the inspirational to the downright silly, a lot of which involve the shocking misuse of the works of Shakespeare. Of course, whether Brian is going to encourage you to "Stiffen the Sinews and Summon up the Blood", berate you for your tardiness, tell you a joke or sing you a jovial song is as predictable as Brian himself.

The beautifully drawn analogue clock features a Sun/Moon dial, Moon phase dial, random sample alarms, a Vedic mantra to send you to sleep, Brian on a Rocket and a choice of alarm styles.

**Richard Gardner says “It's just one of those things that needed to be built.”.**

**Brian Blessed says “Marvellous. Wakey Wakey!!!!!!”.**

**10% of proceeds from the Brian Blessed iPhone alarm app are being donated to the Walking with the Wounded charity, who raise funds for the education and re-training of wounded ex-servicemen and women trying to return to civilian life and work. Co-founder of WWW, Edward Parker, said “Proceeds from the iPhone alarm clock app will help support our 2012 Everest fundraising challenge. We know that both the journey and the cause are close to Brian's heart and it's great to have his support.”**



**The Brian Blessed iPhone alarm clock** costs £1.99 and will be available in the iTunes store on Friday 18<sup>th</sup> November 2011. A preview video of the app can be viewed on the Blessed Originals Website at <http://www.brianblessed.com>

Plans are afoot to bring versions of the Brian Blessed alarm Clock app to additional platforms, the Android version will be out before Christmas.

If you would like a copy of the app to review, please contact Richard Gardner at [rich@blessedoriginals.co.uk](mailto:rich@blessedoriginals.co.uk)

**Brian Blessed** a national treasure. One of the most distinctive voices in entertainment today and the most charismatic of actors. A dynamic adventurer, he is the oldest man to walk to the north pole and a worthy opponent of Everest, a tireless campaigner, writer, broadcaster, footballist, singer, improver of panel shows and tragic loss for the University of Cambridge.

**Blessed Originals** is a loose collective of professionals who wanted to make a Brian Blessed Alarm Clock. So we did. We'll make something for you if you like, as long as you can offer something even a tenth as cool as tea in Brian's shed we're there. [www.blessedoriginals.co.uk](http://www.blessedoriginals.co.uk)

**Walking with the Wounded** was founded by Edward Parker and Simon Daghish after Edward's nephew was seriously injured in Afghanistan, in 2009. The charity raises funds for the education and re-training of wounded ex-servicemen and women trying to return to civilian life and work. WWW is supported by Prince Harry, who participated in their 2011 fundraising Arctic expedition. WWW are currently preparing for the 2012 expedition which will see four wounded servicemen reach the summit of Everest. <http://walkingwiththewounded.org.uk>