



11 June 2007

## **Red Bee Media Serves Up Wimbledon Classic**

*11 June 2007*, London - BBC viewers will see the tennis rally of a lifetime in the new BBC Sport 'Wimbledon' promo, featuring legends from the competition, past and present, courtesy of Red Bee Media. The promo entitled 'Rally', plays on the history and tradition of the competition, starting with a current contender serving to 1936 champion, Fred Perry. It goes live on 14th June 2007.

Legends featured in the promo include Billie-Jean King, Bjorn Borg, John McEnroe, Martina Navratilova and current champion, Roger Federer. They all play against each other in a single rally set in the current Wimbledon centre court.

Dan Moore, Creative Director, Red Bee Media. comments: "We wanted to show what Wimbledon feels like for a player: when you step onto Centre Court you're not just playing your opponent, but also carrying the weight of history - it feels as if all the legends who've made Wimbledon their own are lined up against you. If a player can overcome that legacy - and the weight of public expectation - then greatness awaits. "

**Credits:**

Client: Louisa Fyans, Head of Marketing and Communications, Karen Potterton, Marketing Manager - BBC SPORT

Creative Head: Dan Moore - Red Bee Media

Creative: Jim De Zoete, Marcus Jones - Red Bee Media

Director: Justin Klarenbeck - Bang

Producer: Louise Jones - Red Bee Media

Editor: Tim Hardy, Cut and Run

Post Production: Framestore

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