Al Murray's 'Make Christmas Great Again' commissioned by ITV

It was announced today (23rd October 2017) that The Pub Landlord is back on ITV this Christmas to host a one-off festive special called *Al Murray's 'Make Christmas Great Again'* produced by Avalon (*Taskmaster, Not Going Out, Catastrophe*).

Christmas is coming and the nation's favourite publican will be hosting the ultimate public house party. Serving up a Crimbo cocktail… no, make that a pint, (rules are rules) of festive cheer, seasonal games and fun-loving celebrity guests. You won't be properly warmed up for any Yuletide celebrations until you've experienced this Christmas cracker of a lock-in with The Pub Landlord.

For over 20 years Al Murray has filled the biggest venues around the UK, including London's 02 Arena and the Royal Albert Hall, won numerous awards and accolades and has successfully hosted an array of ITV shows including: the critically acclaimed *Al Murray's Happy Hour* (ITV) earning *"One of the few TV performances that actually deserves the tag "genius"... very funny."*(Ally Ross, The Sun) and *"a resounding success for ITV, light entertainment with brains."* (Mike Bradley, The Observer); hosting two *Audience With…* Saturday-night extravaganzas, joining an elite club as one of only four comedians to have done this in the format's long history, as well as seeing one show garner in excess of six and a half million viewers; and make three appearances in front of Her Majesty The Queen at *The Royal Variety Performance*.

ITV's Comedy Commissioner Saskia Schuster said: *"We're delighted Al Murray is back on ITV bringing his own brand of Christmas cheer."*

The Pub Landlord added: *"Christmas is back and so am I. Christmas - everyone's favourite time of year - needs a boost in these turbulent times. That's why I have stepped into the breach and offered to Make Christmas Great Again. With songs, guests, and a sack full of Christmas cheer to turbo boost the season."*

Al Murray's 'Make Christmas Great Again' was commissioned by ITV, and will be produced by Avalon. It will be executive produced for Avalon by Richard Allen-Turner and Jon Thoday, directed by Peter Orton and produced by Mark Iddon.

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ABOUT AVALON:

Avalon is a multi-award winning talent management, live promotion and television production group with offices in the UK and the USA.

Avalon and ARG, the talent management arm has discovered and represents many artists which are household names, both in the UK, the USA, and around the world.

In 2017 Avalon was named the number one true independent television production company in the UK and has produced numerous ground-breaking television shows including: Emmy and Peabody award winner *Last Week Tonight with John Oliver* (HBO), multi-award winning and Emmy-nominated *Catastrophe* (Channel 4/Amazon Prime), RTS and Rose d'Or winning *Not Going Out* (the BBC's longest running sitcom currently on air), BAFTA and RTS-nominated *Taskmaster* (DAVE/UKTV), multi-BAFTA award winning *TV Burp* (ITV1), *Russell Howard's Good News* (BBC2), *Fantasy Football League* (BBC/ITV) and *Workaholics* (Comedy Central USA).

Avalon and Topical Television form the television arm of the company and other shows currently in production include: *Taskmaster USA* (Comedy Central), *Man Down (C4)*, *Dave Gorman's Modern Life is Goodish* (Dave/UKTV)*, The Chris Ramsey Show* (Comedy Central), and *Stand Up Central with Chris Ramsey* (Comedy Central); whilst the catalogue is sold worldwide by Avalon Distribution.

Avalon produced *Newman and Baddiel: Live at Wembley*, the UK's first arena comedy show; *Jerry Springer: The Opera*, the first West End show to win all four UK 'Best New Musical' awards; and has continued to produce live shows globally, as well as promoting more winners and nominees of the prestigious Edinburgh Comedy Award than any other company.

For Avalon news visit: www.avalon-entertainment.com or @avalonent.