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ITVX

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ITV has acquired a rarely seen episode of biographical documentary series **This Is Your Life**, celebrating the life and work of the iconic writer, comedian, actor and director Eric Sykes, to celebrate the centenary of his birth next month.

The special episode which originally aired on Christmas Day, 1979, will stream on ITVX from 30th April, just a few days ahead of what would have been Eric Sykes' 100 birthday on 4th May. The special will also air on ITV3 on the same date.

Eric Sykes famously recalled his appearance on the episode in his autobiography; 'If I Don't Write It, Nobody Else Will...' where he described being lured to the New London Theatre under the guise of attending a press interview, before being greeted by Eamonn Andrews, holding a large red book. The 45 minute long episode featured tributes not only from Eric's family, but from a host of showbiz greats including Bill Fraser, Tommy Cooper, Frankie Howerd, Max Bygrages, Spike Milligan, Johnny Speight, Harry Secombe to Zsa Zsa Gabor and Sean Connery amongst others.

ITVX will also be making classic British comedy *The Plank* available from 1st April, which was written, directed by and starred Eric Sykes, alongside contemporaries Tommy Cooper, Jimmy Edwards and Roy Castle.

Not available on any other streaming platform, revisit the life of the legendary Eric Sykes on 30th April on ITVX and ITV3.

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Editor's Notes

About ITVX

Launching in late 2022, ITVX will be the UK's freshest streaming service, letting viewers stream new programme exclusives, with adverts, for free; ranging from premium dramas, documentaries, US series, comedy and reality shows to blockbuster films and much, much more. ITVX will be the first streaming service in the UK to offer viewers the flexibility to access free content with ads and adfree paid subscription, all in one place. Paying subscribers will also have access to BritBox UK. ITVX will live stream must-watch events, from live sport to Love Island, as they are broadcast on ITV's channels. ITVX will also offer an everchanging host of exclusive themed channels in line with viewer preferences and popularity. These constantly evolving pop-up channels will give a scheduled experience through a streaming service, with viewers able to choose where in the schedule they join.

Press Contacts <u>sylvia.brendel@itv.com</u> Viewer enquiries https://www.itv.com/contact/how-to-get-in-touch