

# CALL THE MIDWIFE

## THE ALBUM

RELEASE DATE	LABEL	FORMAT	CAT NO	BARCODE	DISTRIBUTED BY
25 Feb 2013	DMG TV	2CD DIGITAL	DMGTV 051 VEXDMGTV 051	501479776051 6 503269824051 7	Sony DADC



One of the most popular TV series to be screened in the last twelve months was 'Call The Midwife', a period drama set in East London in the 1950s, following newly qualified midwife Jenny Lee and the work of midwives and the nuns of Nonnatus House, a nursing convent. Amongst others, the series stars Jessica Raine, Jenny Agutter, Pam Ferris and Miranda Hart.

'Call the Midwife's' first series ratings made it the most successful new drama series on BBC One for many years. A second series will be broadcast in January 2013 following a 2012 'Christmas Special'.

To tie in with the launch of the new series and for the lead up to Mother's Day, an OFFICIAL musical companion - "**CALL THE MIDWIFE - THE ALBUM**" - featuring all the key songs and incidental music from series 1, 2 and the Christmas Special, will be released on 18th February 2013.

"**CALL THE MIDWIFE - THE ALBUM**" gives the listener the chance to relive their favourite moments from the series, with original music from the programme, which includes many popular classics amongst which are songs from the likes of **Doris Day** (Que Sera Sera (Whatever Will Be Will Be), Everybody Loves a Lover), **Dean Martin** (Memories Are Made Of This), **Malcolm Vaughan** (My Special Angel), **Petula Clark** (Baby Lover) **Perry Como** (Catch A Falling Star. Magic Moments, Hot Diggitty (Dog Ziggity Boom, (I Wonder Why) You're Just in Love), **Elvis Presley** (Blue Moon), **Andy Williams** (Walk Hand in Hand), The Chordettes (Lollipop), **Mitzi Gaynor** (I'm Gonna Wash That Man Right Outa My Hair) as well as original cast recordings from **The Nuns** featuring Sister Bernadette played by **Laura Main**, herself a trained soprano. The magnificent and warming incidental musical interludes from the series are also featured along with the compelling title theme.

If you loved the TV series, you will love "**CALL THE MIDWIFE - THE ALBUM**".

### MARKETING

- Focus is upon advertorial/editorial features around the show and the music.
- Mother's Day gift round ups and cross-promotional partnerships.
- Targeted coverage across lifestyle publications, online and across midwife publications.
- SEO online prior to release needs to be in place to drive pre-orders.
- Working with BBC Worldwide Consumer Products (DVD) and Harper Collins (publishers of the official companion which has sold 150k hardback books) on cross-promotional opportunities.
- Targeted to a 35+ audience with a female bias.
- Targeted to specific sites to hit fans of the show and gifting market

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## MEDIA CAMPAIGN

The album will benefit through a full and comprehensive national TV advertising campaign, commencing with a heavyweight Week 1 w/c Sunday 17th February: Daybreak / Channel 4 / Meridian / Anglia / West Country / Yorkshire / Tyne Tees / Central / HTV / Border / Granada / Ulster / Grampian / STV / Five / Selected satellite channels

## RETAIL ACTIVITY

National instore retail packs and racking to coincide with the album's release.

## TRACKLISTING

### CD1

1	N/A	Theme Tune
2	FRANKIE LYMON & THE TEENAGERS	Why Do Fools Fall In Love
3	THE DIAMONDS	Little Darlin'
4	THE CHAMPS	Tequila
5	LOUIS PRIMA	Jump, Jive An' Wail
6	ORIGINAL CAST RECORDING	Elevator Rock
7	MUSICAL INTERLUDE	Urgent
8	MAX BYGRAVES	Meet Me On The Corner
9	MUSICAL INTERLUDE	Biking
10	PERRY COMO with Ray Charles Singers....	Magic Moments
11	DORIS DAY with Frank DeVol & His Orchestra	Que Sera Sera (Whatever Will Be, Will Be)
12	JUNIOR PARKER	Next Time You See Me
13	MITZI GAYNOR	I'm Gonna Wash That Man Right Outa My Hair
14	MUSICAL INTERLUDE	On The Pier
15	THE FOUR LADS	Who Needs You
16	THE FIVE SATINS	In The Still Of The Nite
17	DEAN MARTIN with Dick Stable & His Orchestra	Memories Are Made Of This
18	MUSICAL INTERLUDE	The Docks
19	BILL DOGGETT	Ram Bunk Shush
20	BILLY VAUGHN & HIS ORCHESTRA	Raunchy
21	THE JOHNNY OTIS SHOW	Good Golly
22	THE CHORDETTES	Lollipop
23	PERRY COMO with Ray Charles Singers ....	Hot Diggitty (Dog Ziggity Boom)
24	EYDIE GORME	Love Me Forever
25	TAB HUNTER	Young Love
26	MALCOLM VAUGHAN	My Special Angel
27	BLOSSOM DEARIE	Someone To Watch Over Me
28	ORIGINAL CAST RECORDING	The Brothel
29	ORIGINAL CAST RECORDING (The Nuns)	Lord Now Let They Servant Depart In Peace
30	MUSICAL INTERLUDE	Slipping Away
31	ORIGINAL CAST RECORDING (The Nuns)	Before The Ending Of The Day

### CD2

1	ORIGINAL CAST RECORDING (The Cub Scouts)	My Special Angel
2	THE FOUR ACES	Love Is A Many Splendored Thing
3	THE FLAMINGOS	I Only Have Eyes For You
4	ONDREJ LENARD/SLOVAK RADIO SYMPH. ORCH.	Carnival of the Animals: XIII. Le Cygne (The Swan)
5	MUSICAL INTERLUDE	Back To Life
6	ORIGINAL CAST RECORDING (The Nuns)	Psalms 121
7	PERRY COMO with Ray Charles Singers ....	Catch A Falling Star
8	DORIS DAY with Frank DeVol & His Orchestra	Everybody Loves A Lover
9	PETULA CLARK	Baby Lover
10	MUSICAL INTERLUDE	Delivery
11	ORIGINAL CAST RECORDING (The Nuns)	Psalms 91
12	MUSICAL INTERLUDE	In The Mirror
13	ANDY WILLIAMS	Walk Hand In Hand
14	BILL LEE & JOHN KERR	Younger Than Springtime
15	THE FOUR ACES	Stranger In Paradise
16	MUSICAL INTERLUDE	Country House
17	THE FOUR COINS	Shangri-La
18	THE SOLITAIRES	Embraceable You
19	THE FIVE SATINS	Love With No Love In Return
20	MUSICAL INTERLUDE	The Letter
21	ORIGINAL CAST RECORDING (The Nuns)	Come Holy Ghost Our Soul Inspire
22	THE FOUR ACES	O Holy Night (Cantique de Noel)
23	ELVIS PRESLEY	Blue Moon
24	PERRY COMO	(I Wonder Why) You're Just In Love
25	MUSICAL INTERLUDE	Anxious Wait
26	THE FOUR ACES	Friendly Persuasion (Thee I Love )
27	MUSICAL INTERLUDE	Giving Her Back
28	ORIGINAL CAST RECORDING (The Nuns)	Psalms 51 - Have Mercy Upon Me
29	JANE MORGAN	If I Loved You
30	THE DUPREES	You Belong To Me
31	JOHNNY MATHIS	Wonderful! Wonderful!

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