

ITV release first promo for Celebrity Big Brother

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Tonight, ITV will premiere the first brand-new marketing promo for the eagerly awaited new series of Celebrity Big Brother.

The promo for the series - which launches on ITV1 and ITVX this March - sees a number of people in various scenarios covering their faces as they attempt to avoid the paparazzi. Hosts AJ Odudu and Will Best then appear in vision as AJ says, "They can run...." with Will adding, "But there is one place they can't hide. "

The promo will air on both ITV1 and ITV2 tonight.

Celebrity Big Brother will see a new cast of famous faces isolated from the outside world as they embark on the ultimate social experiment, taking up residence in the iconic Big Brother house. Leaving luxury behind, the celebrities will take part in nominations and tough tasks with cameras capturing their every move. Who will win the hearts of the nation, go all the way to the finish line and be crowned the winner?

Produced by Initial (part of Banijay UK), the global television phenomenon - Big Brother - launched on its new home in 2023 with 3.6m viewers across ITV1, STV ITV2 and ITVX in a disruptive multi-channel takeover.

Press Contacts

jake.way@itv.com

holly.osmond.smith@itv.com

rachel.hardy@initialtv.com

Picture Contacts

michael.taiwo1@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>