



Friday 13 January 2012

**BBC**

**flog it!**

## *Flog It!* comes to IWM Duxford

IWM Duxford is delighted that the popular BBC 2 antiques programme *Flog It!*, presented by Paul Martin, will be coming to the museum on Tuesday 24 January 2012.

*Flog It!* regularly reaches an audience of 2 million viewers per programme – around 15% of the television audience.

IWM Duxford will host the *Flog It!* Valuation Day. Rather like a treasure hunt, members of the public are invited to bring along the antiques and collectables they might be interested in selling. Once the item is valued, the owner and team of experts decide whether it should go forward to auction.

If the item is chosen it is sold a few weeks later – often with the owner making a tidy sum! Everyone who goes along to the Valuation Day will receive a valuation, even if their antiques are not chosen to go forward to auction.

Previous programmes have seen a small cream jug sold at auction for £1,300; a ceramic bowl, bought for £4 at a car boot sale, achieving £1,500 and a lady in Aberdeen who sold a Shelley tea set for a huge £3,400!

More recently, *Flog It!* surprised a gentleman who brought in a ceremonial cup made from Rhino horn; it later sold for £44,000!

So, if you've ever wondered how much those boot sale bargains or clutter in the loft might be worth, now is your chance to find out.

Presented by Paul Martin, *Flog It!* will be at IWM Duxford on Tuesday 24 January 2012 from 9.30am until 4.00pm.

The auction will take place on Tuesday 21 February 2012 at Rowley's Fine Art Auctioneers & Valuers.

This programme will be broadcast in 2012 as part of *Flog It!*'s eleventh series .

Free admission for visitors with items for valuation and those attending with them. Standard admission rates apply for visitors to the museum.

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