

12 November 2002

## All eyes on **BLUE**

### ***Chart-topping band BLUE kick off sell-out UK Arena Tour with dramatic new look***

You wouldn't think that chart toppers Blue need any help when it comes to the ladies, but as they kick off their One Love Arena Tour in Dublin next week, they've a novel trick up their sleeves.

Look closely and you'll see the boys are sporting coloured contact lenses as they strut their way through the 27-date tour, and according to Simon, it's because, "They help us pull more"!

Lee's promised to do a 'Bowie' and wear a different colour in each eye, whilst Duncan's been dreaming about performing before legions of lens-enhanced blue-eyed fans!

Why? ...The boys' tour is sponsored by **ACUVUE<sup>®</sup>2 COLOURS<sup>™</sup>**, disposable coloured contact lenses that come in seven different shades, including of course blue!

Blue, brown, green and grey -eyed fans can quiz the boys about this and anything else via [www.acuvue.co.uk](http://www.acuvue.co.uk). Simon, Antony, Duncan and Lee will be answering questions throughout the tour.

The sponsorship deal offers a fantastic opportunity for fans who will be able to try the same **ACUVUE<sup>®</sup>2 COLOURS<sup>™</sup>** lenses worn by Blue at opticians across the UK, and at the same time, in some outlets, enter an exciting free prize draw to win a chance of a lifetime VIP meeting with the boys backstage at one of their arena tour venues.

**-ends-**

#### **Notes to editors**

**ACUVUE<sup>®</sup>2 COLOURS<sup>™</sup>** are the next generation of coloured soft contact lenses, that combine exceptional comfort and stunning cosmetic appearance, available in the seven most popular shades for coloured lenses and 2 different colour formats:

## The Opaque

Colours that transform the colour of any eyes:

- Even if your eyes are very dark, this lens will give you a completely new look
- Opaques are available in blue, grey, green or honey

## The Enhancer

Colours that enhance the colour of light eyes:

- If you have a light eye colour, the enhancers will subtly emphasise and brighten your existing eye colour
- Enhancers are available in blue, aqua or green

Additional features include UV-blocking\* for additional eye protection against harmful UV radiation.

\*UV absorbing contact lenses are not substitutes for UV-blocking sunglasses, as they do not completely cover the eyes and surrounding area.

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Tour dates information:	
November	
Ireland	
Mon 18	Dublin Point Depot
Tue 19	Belfast Odyssey Arena
Wed 20	Belfast Odyssey Arena
UK	
Fri 22	Nottingham Arena
Sat 23	Sheffield Arena
Sun 24	Sheffield Arena
Tue 26	Cardiff Arena
Wed 27	Cardiff Arena
Thu 28	Cardiff Arena
Sat 30	Birmingham NEC
December	
Sun 01	Birmingham NEC
Tue 03	London Wembley
Wed 04	London Wembley
Thu 05	London Wembley
Sat 07	Newcastle Arena
Sun 08	Newcastle Arena
Tue 10	Glasgow SECC
Wed 11	Glasgow SECC
Thu 12	Glasgow SECC
Sat 14	Manchester E.News Arena
Sun 15	Manchester E.News Arena
Mon 16	Birmingham N.E.C.
Tue 17	Birmingham N.E.C.
Thu 19	London Wembley
Fri 20	London Wembley
Sat 21	London Wembley