



UNDER EMBARGO until 00:01 on 15th February 2022

Celebrating, Viewing and Taking Part in The Queen's Platinum Jubilee Pageant

- Cadbury announces a ballot for a chance to win tickets to attend the Platinum Jubilee Pageant on 5th June
- BBC is announced as the Platinum Jubilee Pageant broadcaster with full commentary of all performers and military spectacle
- Lloyds Bank announced today as Bespoke Partner
- Pageant Packs are available to inspire people on how to celebrate closer to home with their communities
- There are opportunities to be part of the Pageant performances and art

Members of the public are in for a treat this summer with Cadbury offering a once-in-a-lifetime opportunity to win 250 pairs of tickets to attend The Queen's Platinum Jubilee Pageant on 5th June 2022. Winners will experience first-hand the majesty of the Pageant proceeding along The Mall and surrounding streets in celebration of The Queen's historic 70-year reign. No purchase will be necessary with potential spectators simply needing to visit jubilee.cadbury.co.uk and complete the form to enter from now until 2nd May.

The Pageant also announced today that Lloyds Bank has become its first Bespoke Partner. The historical legacy of Lloyds Bank of being by the side of households, businesses and communities for over 250 years aligns with the focus for the Platinum Jubilee Pageant to celebrate at a national and a local level with inclusivity.

The once-in-a-lifetime event can also be celebrated closer to home. The Lloyds Bank Pageant Packs are now available, full of ideas on how people can organise their own event, get together with their family and friends as well as celebrate with their local community. With inclusivity and diversity at the core of the Pageant, the packs will share information on how to forge new relationships within your community, that will exist well beyond the 5th June. Packs will be available to download [here](#) via the Platinum Jubilee Pageant website and Lloyds Bank will also be sharing them via its website.

Charlie Nunn, Lloyds Banking Group Chief Executive said: "Lloyds Bank is proud to be an official partner of the Platinum Jubilee Pageant. We are really looking forward to being part of the national celebrations as communities across the UK come together to mark The Queen's 70 years of service."

Benazir Barlet-Batada & David Clements, Senior Marketing Directors at Cadbury said: "Cadbury has a long-standing history of helping the nation come together and celebrate Royal occasions and we've proudly held a Royal Warrant for over 167 years. This summer, we're immensely looking forward to marking the occasion by giving 500 Cadbury winners the opportunity to be at the Platinum Jubilee Pageant and be part of an iconic and memorable celebration."

For those who would like a close-up view at home, the BBC will be airing the Platinum Jubilee Pageant with full commentary of spectacle including over 6,000 military personnel, performers, key

workers and volunteers, all coming together to tell the story of The Queen's 70-year reign and the transforming society. Marking the reawakening of the creative sector and drawing on talent from every part of the United Kingdom and across the Commonwealth, the Pageant will combine pomp and ceremony, street arts, theatre, music, circus and costumes.

There is also the opportunity to take part in the Pageant, with various acts calling on members on the public to take part in the creation of artworks such as the [River of Hope](#) project for school children, as well as appearing in the Pageant [Shademakers UK](#). Shademakers will be showcasing The Queen's Heraldic Beasts, each creature representing a different nation of the United Kingdom.

The Platinum Jubilee Pageant is supported by major household British brands, as well as leading international companies. Lloyds Bank is the Bespoke Partner. Platinum Partners include Burberry, Moët & Chandon, M&S and St James's House. Pageant Partners include Air Partner, Boodles, Bloomberg, Cadbury, Cadogan, Endava, Fortnum & Mason, McDonald's, Meta, Sotheby's, Waitrose & John Lewis and Whispering Angel.

- Ends -

About The Queen's Platinum Jubilee Pageant

The Queen's Platinum Jubilee Pageant will take place on Sunday 5th June 2022, processing along The Mall and surrounding streets in celebration of The Queen's historic 70-year reign. The organising company, The Platinum Jubilee Pageant, has commissioned artists and communities from around the country and Commonwealth including military personnel, performers, key workers and volunteers from across the UK, who will come together to tell the story of The Queen's 70-year reign and our transforming society. The Platinum Jubilee Pageant Company is co-chaired by Sir Michael Lockett KCVO and Nicholas Coleridge CBE. The CEO is Rosanna Machado and Pageant Master is Adrian Evans.

The Platinum Jubilee Pageant is supported by a number of British and international brands. Lloyds Bank is the Bespoke Partner. Platinum Partners include Burberry, Moët & Chandon, M&S and St James's House. Pageant Partners include Air Partner, Boodles, Bloomberg, Cadbury, Cadogan, Endava, Fortnum & Mason, McDonald's, Meta, Sotheby's, Waitrose & John Lewis and Whispering Angel.

Visit www.platinumjubileepageant.com for more information or follow the company on [Twitter](#), [Facebook](#) or [Instagram](#).

For media enquiries about the Platinum Jubilee Pageant, please contact Shephard Communications - Platinumjubilee@shephardcommunications.com. Imagery and other downloadable content is available at the [Media Hub](#). Password: PlatinumJubilee

About Cadbury

For nearly 200 years, since John Cadbury opened a grocer's shop in Birmingham in 1824, Cadbury has been the nation's favourite chocolate bar. Recently voted The Grocer's Britain's Biggest Brand 2021*, Cadbury has a wide range of well-loved delicious chocolate that reminds the nation that there is a 'Glass and a Half' of generosity in everyone. The brand's success is built upon its deep understanding of customers, shoppers and the category, ensuring it continues to evolve to remain relevant. The health and wellbeing of its customers is hugely important and so Cadbury helps run Be Treatwise, to remind people that treats are special, to be enjoyed in moderation as part of a balanced lifestyle. Portion control and consumer education, through on pack labelling, have a huge part to play in Cadbury's strategy to 'inspire mindful snacking'. The brand recently announced a

programme to bring all Cadbury standard chocolate products predominantly purchased for consumption by children, under 100 calories. As well as this, innovations such as Cadbury Dairy Milk 30% Less, are just another element which help consumers manage their sugar intake, with great-tasting products. 100% of the cocoa in Cadbury's chocolate is sustainably sourced through the company's Cocoa Life programme, which supports sustainable cocoa farming. This helps secure a positive future for farmers, their families and their communities

About Mondelez International

Mondelez International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2020 net revenues of approximately \$27 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO*, *belVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy and *Trident* gum. Mondelez International is a proud member of the Standard and Poor's 500, Nasdaq 100, and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on Twitter at www.twitter.com/MDLZ.

About Lloyds Bank

For over 250 years, Lloyds Bank is proud to have served the people, businesses and communities of Britain. With high street branches, award-winning online, mobile and telephone banking services, supported by a network of Commercial Banking and Private Banking relationship managers across England and Wales, Lloyds Bank is one of the UK's leading retail and commercial banks serving millions of customers, every day. We offer a comprehensive range of financial products and services –shaped to suit individual needs, from current accounts, savings, mortgages, loans, credit cards, private banking and wealth management services. We are the UK's biggest provider of start-up finance for small businesses. Through a network of over a hundred commercial banking offices, we provide support to UK businesses, from SMEs to large corporates and financial institutions.