

Press Release

Tuesday 26<sup>th</sup> April 2022

## The Unveiling of 'The People's Pageant'

- **The Platinum Jubilee Pageant on Sunday 5<sup>th</sup> June will be a once-in-a-lifetime, awe-inspiring spectacle filled with wonder, warmth, wit and wow-factor.**
- **The Pageant will bring to life iconic moments from The Queen's reign as well as showcasing our changing society over the past 70 years.**
- **10,000 people are involved, including the military, over 6,000 volunteers, performers, key workers and 2,500 members of the general public.**
- **People from all over the UK and across the Commonwealth are giving their time and creativity to build this event and celebrate this momentous occasion. Communities across the UK will find a connection to the 'People's Pageant'.**
- **National treasures and iconic figures from music, film, sport and the arts will take part in the Pageant including much-loved celebrity names, alongside military personnel, key workers and volunteers.**

The team behind the creation of the historic Platinum Jubilee Pageant today revealed more information about the astounding spectacle which will take place against the backdrop of Buckingham Palace and surrounding streets on the afternoon of Sunday 5<sup>th</sup> June 2022.

'The People's Pageant' is a showcase of the people and creativity of the UK and Commonwealth, and the changing times of the past seventy years as well as The Queen's reign. The vibrant and colourful procession will cover a 3km route to echo the Coronation seventy years prior, and will take in the Mall up to Buckingham Palace.

A Jubilee is a national celebration, an opportunity for the people to show affection and appreciation for the Monarch. The first Jubilee took place in 1809, in the reign of King George III. A subsequent two Jubilees were celebrated during Queen Victoria's reign, followed by a single Pageant for George V. The 5th June will be the fourth Jubilee Pageant during Queen Elizabeth II's remarkable reign.

An estimated one billion people across multiple platforms, including a live television broadcast on the day, will view the Pageant across the world, some at home, many together at community events and others in crowds lining The Mall.

More than 10,000 people are involved in producing the Pageant from communities across the UK and Commonwealth. The people involved are all marking this extraordinary moment and taking the opportunity to thank Her Majesty; to look back with gratitude on 70 years of dedicated service, and also, importantly, to look forward with optimism to our shared future.

From Scottish bagpipers, to school children in Birmingham, to creatives from Cardiff, to performers from Belfast, to dancers in Bristol, to students in Coventry, to puppeteers on the Isle of Wight, to carnival clubs in Somerset, the people of the UK and Commonwealth will come together to celebrate and honour Her Majesty.

**Adrian Evans, Pageant Master of The Queen's Platinum Jubilee Pageant said:** "A Platinum Jubilee is unique. In all our history there has never been an opportunity to celebrate a seventy year reign. We aim to make this a most magnificent occasion, one in which the nation can show its affection and

appreciation to the Monarch. The Platinum Pageant is then, a 'thank you' to The Queen, a thank you from us all."

**David Zolkwer, Show Director, The Queen's Platinum Jubilee Pageant said:** *"This is very much a 'People's Pageant' – it's by and from the people. It's about ordinary people coming together from far and wide to do extraordinary things; real people with delightful, authentic stories to tell; taking centre stage in a spectacular performance filled with wonder, warmth, wit and so much humanity. It will be all about how, through the recollections and stories and experiences we share we can see how we are all connected – through time; to each other; and to The Queen."*

The spectacle will include giant hot air balloons, a colossal oak tree flanked with maypole dancers, a huge wedding cake 'baked' by acrobats, a towering dragon, three-story high figures and beasts, vibrant moving sculptures and flocks of dancers and acrobats representing all corners of the Commonwealth.

The Platinum Jubilee Pageant is an astounding procession that will tell the story of The Queen's 70-year reign in four acts:

### **Act I: FOR QUEEN AND COUNTRY**

To mark the beginning of the Pageant, the bells of Westminster Abbey will peel as they did on Coronation Day. This will be followed by a military parade featuring UK Armed Forces from all three Services accompanied by massed bands, along with military personnel from across the Commonwealth including Canada, New Zealand, Australia, Pakistan, Ghana, Belize, Jamaica, Sri Lanka, and beyond. With around 1,750 individuals and 200 horses, this will be one of the largest military spectacles in modern history, set to the sounds of military massed bands from across all three services.

Whilst thanking The Queen for her seventy years of service to her country and recognising her role of Commander-in-Chief of the British Armed Forces, the Pageant will honour the service of the people, including the role of the military who play a fundamental part of the fabric of society, most recently distributing the Covid vaccine across the country.

### **Act II: THE TIME OF OUR LIVES**

The Time of Our Lives will showcase a jubilant procession like no other, an evocation of the seven decades of The Queen's extraordinary reign. A cast of 2,500 volunteers and members of the public (the oldest of which is 99 years old!) will celebrate how British and Commonwealth creativity and culture has evolved through the seven decades of The Queen's reign from 1952 to 2022. With a showcase of youth culture, popular music, dance styles, changing fashion and all the trends, fads and crazes that defined the times. It will be a nostalgic demonstration of transforming society and take spectators on an epic journey through time, iconic British moments and extraordinary change and progress.

In addition to the live cast, 500 vintage cars and motorbikes and bicycles will appear including some 'special guest vehicles' such as Daleks and Sinclair C5s to a fleet of iconic cars from James Bond movies dating back to the 1960s.

An open-topped double decker bus, styled and wrapped in graphics depicting the icons, trends, personalities and news of the times will form the be the central feature highlighting each decade.

These buses will be like a set of scrapbooks curated to capture our collective experience and the zeitgeist of the times.

The Time of Our Lives will also feature 150 'national treasures' including TV personalities, musicians, chefs, sportspeople, designer, and artists who have helped shape British culture of the last 70 years. These include Sir Cliff Richard, Heston Blumenthal, Rosie Jones, Kadeena Cox, Alan Titchmarsh, James Martin, Jayne Torvill, Christopher Dean, Gary Lineker and childhood favourites such as Basil Brush. They will sit alongside icons of the future such as 11-year-old Nandi Bushell, drumming phenomenon, and activist, who will be a featured performer in the Pageant. Nandi will represent a symbol of excitement and possibility for the future.

All of the above will come together to create continuous 1.5km river of time. There is still time for those who live and breathe the fashions of the times to join these national treasures, celebrating their favourite decade and being part of history. Entries are still welcome here <https://cast.platinumpageant.com/>.

### **ACT III: LET'S CELEBRATE**

Twelve chapters will tell the story of The Queen's reign and personal interests with which Her Majesty is associated. Harnessing creativity, ingenuity, humour and community spirit, it involves around 2,500 people drawn from communities across the UK.

Act III celebrates The Queen's wedding to Prince Philip in 1947 and Coronation in 1953, Her Majesty's commitment to the Commonwealth and communities across the United Kingdom, love of nature, respect for all faiths, recognition of our key workers and those who have devoted their lives to charity. Horses and corgis will also play a special role in the Pageant, as they have throughout Her Majesty's lifetime.

Each section is unique, combining street theatre, music-on-the-move, urban dance, and the very best of Carnival, May Day, Mela, Fiesta and Mardi Gras. It has been conceived as an interpretation and celebration of The Queen's extraordinary life experience.

The 'Let's Celebrate' act will begin with a moving dragon structure bigger than a double decker bus from Plymouth-based cross-disciplinary artist group, Trigger. Other showstopping chapters in the Pageant include 'From Tiny Acorns' produced by outdoor arts companies, Emergency Exit Arts and Mandinga. It will feature a huge moving oak tree, from which ribbons will emerge and Maypole dancers will perform around it on the move.

Bristol-based contemporary circus artist group, Cirque Bijou will produce the 'Unity' chapter of the Pageant's 'Let's Celebrate' act. The future is projected through fashion, music and the physical prowess of elite athletes and performers, both disabled and non-disabled.

The piece features performers and acrobats animating a large mobile stage which is a deconstructed Union Flag. There will be a group of elite BMX stunt cyclists jumping from the stage on to Land Rovers moving alongside. The mobile structure also features a trampoline wall and a celebrity DJ. The Paralympic rugby and basketball teams will take part, and 90 young hip-hop dancers from the Tottenham-based group Steppaz. The centrepiece will be an aerialist artist, suspended beneath a vast huge helium balloon (heliosphere) bearing the image of Her Majesty The Queen.

'The Coronation' chapter from Brent based Mahogany will feature a huge wire framed structure of The Queen. Her Majesty's purple and white coronation robe will be made up of 80 dancers. They will

be flanked by twirling 'bairanas' and elder members of the community riding mobility scooters modified into flamingos.

'The Wedding Party' by art focused performance company, Nutkhut will feature a giant four tier wedding cake, 'baked' by acrobats on the move. It will be followed by children from the George Dixon Academy in Birmingham. Dancers will wear a Platinum Jubilee Pageant Sari designed for the act by a well-known fashion designer and Bournemouth University fashion students.

#### **ACT IV: HAPPY AND GLORIOUS**

A finale like no other will form around the Queen Victoria Memorial in front of Buckingham Palace with all parts of the Pageant leading to this moment. It will serve as an opportunity to gather and pay tribute to Her Majesty with the singing of the National Anthem, 'God Save the Queen' and a gospel choir to the sounds of the Band of Her Majesty's Royal Marines.

Members of the viewing public will be invited to become part of the performance, as they gather around the Queen Victoria Memorial outside the gates of Buckingham Palace. The finale will be joined by national treasures from the world of the performing arts, entertainment, fashion, business and media, including Jeremy Irons, Bill Bailey and Gok Wan. Led by one of the world's best-selling music artists, Ed Sheeran, together, there is an opportunity to pay a special tribute to Her Majesty during the finale.

**Ed Sheeran said:** *"I am looking forward to performing at The Queen's Platinum Jubilee Pageant in June. I'm proud to be part of the celebration and it's going to be a great opportunity to bring everyone together."*

Another key goal of the Platinum Jubilee Pageant is to leave a lasting legacy of hope for the future of the UK's young people. The Pageant is working with several schools and youth organisations to build skills and hope for the future. These include The Ideas Foundation, Engineering Development Trust, The George Dixon Academy, Steppaz, E14 Dance School, schools involved in The River of Hope, Queen's Park Community School in Brent, House of Wings, Marcus Rashford's youth project, Wardle Academy brass band and many more.

**Rosanna Machado, CEO, The Queen's Platinum Jubilee Pageant, said:** *"It's been our mission to curate and commission work from as many different groups and organisations across the country as possible to provide opportunities for new work that will live and bring benefit to communities long after the Platinum Jubilee celebrations have been and gone."*

The Pageant today also announced that Jaguar Land Rover had come on board as a new Platinum Partner, joining a number of other major household British brands, as well as leading international companies as partners of the Pageant. Lloyds Bank is the Bespoke Partner. Platinum Partners include Britannia Financial Group, Burberry, Charlotte Tilbury, JCB, Moët & Chandon, M&S and St James's House. Pageant Partners include Air Partner, Boodles, Bloomberg, Cadbury, Cadogan, Endava, Fortnum & Mason, Goldman Sachs, Mastercard, McDonald's, Meta, Reckitt, Sotheby's, Waitrose & John Lewis, Vintro and Whispering Angel.

Jaguar Land Rover is proud to be part of the Platinum Jubilee Pageant in London on 5th June 2022 and to be involved in a programme of events celebrating the reign of Her Majesty The Queen. The company currently holds all three Royal Warrants, celebrating over 70 years since the grant of its first in 1951. Jaguar Land Rover will play a unique role in supporting the creative elements on the day, helping to make this a truly memorable event.

The Platinum Jubilee Pageant are enormously grateful to those lead supporters who have played a crucial role in helping us to realise this historic event. The Platinum Jubilee Pageant has been generously funded by a significant contribution from The Gosling Foundation, as a tribute to Her Majesty in memory of their Founder, the late Sir Donald Gosling. The Platinum Jubilee Pageant is also immensely grateful to the lead supporters including the City of London Corporation and supporting Livery Companies, as well as William & Judith, Douglas and James Bollinger, without whom this joyous celebration would not have been possible.

- Ends -

## **Notes to Editors**

### **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 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 has been generously funded by a significant contribution from The Gosling Foundation, as a tribute to Her Majesty in memory of their Founder, the late Sir Donald Gosling. Following Sir Donald's death in 2019 at the age of 90, the Foundation is now chaired by his son Adam Gosling. Sir Donald had several philanthropic priorities; Adam, together with his fellow trustees Peter Caplan and Nicholas Giles, seek to honour Sir Donald's legacy by continuing to support the causes he cared about the most. The Gosling Foundation has awarded over £100 million in grants since 1985. Further information can be found on the foundation's website: [www.thegoslingfoundation.com](http://www.thegoslingfoundation.com)

For further information about the Platinum Jubilee Pageant including case studies, performer information, interview requests, rehearsal schedules please contact:

Shephard Communications - [Platinumjubilee@shephardcommunications.com](mailto:Platinumjubilee@shephardcommunications.com).

For media accreditation for the Jubilee Weekend including the Pageant, please contact DCMS.

Imagery and other downloadable content is available at the [Media Hub](#). Password: PlatinumJubilee.

### **About Jaguar Land Rover**

Jaguar Land Rover is reimagining the future of modern luxury by design through its distinct British brands.

Our current model range embraces fully electric, plug-in hybrid and mild-hybrid vehicles, as well as the latest diesel and petrol engines. Our class-leading Jaguars and Land Rovers are in demand around the world and in Fiscal 2020/21 we sold 439,588 vehicles in 127 countries. Land Rover is the global leader of luxury SUVs through its three families of Range Rover, Discovery and Defender. Jaguar is the first ever brand to offer a premium all-electric performance SUV, the Jaguar I-PACE.

At heart we are a British company, with two major design and engineering sites, three vehicle manufacturing facilities, an Engine Manufacturing Centre and a Battery Assembly Centre in the UK. We also have vehicle plants in China, Brazil, India, Austria and Slovakia. Three of our seven technology hubs are in the UK – Manchester, Warwick (NAIC) and London – with additional sites in Shannon, Ireland, Portland, USA, Budapest, Hungary and Shanghai, China.

Central to our Reimagine strategy is the electrification of both the Land Rover and Jaguar brands with two clear, distinct personalities. All Jaguar and Land Rover nameplates will be available in pure electric form by the end of the decade. This marks the start of the company's journey to become a net zero carbon business across its supply chain, products and operations by 2039.

To help the company meet this objective, Jaguar Land Rover has committed to reducing greenhouse gas emissions across its operations by 46 per cent, and across its value chains by 54 per cent, by 2030. The goals, which are approved by the Science Based Targets initiative (SBTi), confirm the company's pathway to a 1.5°C emissions reduction in line with the Paris Agreement.

As a wholly owned subsidiary of Tata Motors since 2008, Jaguar Land Rover has unrivalled access to leading global players in technology and sustainability within the wider Tata Group.

**Jaguar Land Rover PR social channels:**

- Twitter: [@JLR News](#)
- LinkedIn: [@JaguarLandRover](#)

For more information visit [www.media.jaguarlandrover.com](http://www.media.jaguarlandrover.com)