

Tuesday, 18th January 2022

Major British Brands Come Together To Support the Platinum Jubilee Pageant

- **Leading international companies also announced as partners of the Pageant -**
- **The Pageant will bring a once-in-a-lifetime experience to millions of people in celebration of The Queen's 70-year reign -**
- **More than 6,000 military personnel, performers, key workers and volunteers will unite to tell the story of the last seven decades -**

The Platinum Jubilee Pageant today announced the major household British brands, as well as leading international companies, who have become partners of this once-in-a-lifetime event. Representing diverse sectors including retail, fashion, hospitality, culture, media, travel and business, the 16 partners have come together to form a unique alliance in celebration of The Queen's 70-year reign.

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. More partners will be announced at a later date.

The Pageant has been financed in its entirety by a combination of corporate partners, commercial businesses, royal warrant holders and generous individuals. Each of these partners are united by a common focus to nurture the creative sector and honour Her Majesty, as well as belief in the Pageant's values and its commitments to sustainability, diversity and inclusion and a unique celebration for the world in 2022.

The Pageant, taking place on the 5th June 2022, has been created to bring a once-in-a-lifetime experience to millions of people, in celebration of The Queen's 70-year reign as well as the collective service of our country and communities. More than 6,000 military personnel, performers, key workers and volunteers will unite to tell the story of the seven decades in the awe-inspiring festival of creativity. 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. People will be able to enjoy the Pageant in-person on the streets of London, on TV, via a digital experience or by hosting events in their own communities.

Nicholas Coleridge, Co-Chair of The Platinum Jubilee Pageant, said: "With less than six months until the Jubilee weekend, we are delighted by the generosity of our partners, all recognising the significance and power of this unique occasion. The Platinum Jubilee Pageant has also been supported by more than twenty generous individuals and family foundations. The reach of the Pageant will extend far beyond London, and we are striving to include communities and people from all backgrounds, from every part of the nation. The

Platinum Jubilee Pageant is expected to draw an audience of millions - live, via television and every conceivable platform.”

Incorporated in 2021, the organising company, The Platinum Jubilee Pageant, is co-chaired by Sir Michael Lockett KCVO and Nicholas Coleridge CBE. The CEO is Rosanna Machado and Pageant Master, Adrian Evans.

- Ends -

Notes to editors

Supporting quotes from Platinum Jubilee Pageant partners

Mark Briffa, Chief Executive of Air Partner said: “Being awarded Official Partner status to the Platinum Jubilee Pageant is a great honour. We are privileged to play a part in connecting countries and communities and reuniting families and friends across the Commonwealth and beyond. As the world evolves, we are proud to be rooted in decades of British heritage whilst always looking forward toward innovation and transformation for the benefit of future generations.”

Jemma Read, Global Head of Corporate Philanthropy, Bloomberg LP, said: "The Platinum Jubilee is not only an important moment of celebration for the country and the Commonwealth, but will have a lasting impact on local and international communities for years to come. Bloomberg is delighted to be collaborating with a number of cultural and charitable partners to support the Platinum Jubilee and to mark this historic moment through dynamic and innovative projects, including the Platinum Jubilee Pageant, focused on the environment, culture and education.”

Michael Wainwright, Managing Director at Boodles: "Boodles is delighted to be one of the partners of the Platinum Jubilee Pageant, and as a sixth generation family owned business we are keen royalists. We are also proud of our British roots having been established in Liverpool in 1798 and now with ten shops throughout the country, including five in London. Working with the Platinum Jubilee Pageant in this way is a perfect fit for us."

Gerry Murphy, Chair of Burberry said: “Burberry is privileged to be an official partner of the Platinum Jubilee Pageant. The Pageant is a unique occasion for communities from all over the world to come together to celebrate Her Majesty’s dedication to service over Her 70-year reign. We are absolutely delighted to have the opportunity to be part of this extraordinary festival of creativity in honour of The Queen’s reign.”

Benazir Barlet-Batada, Cadbury Senior Marketing Director said: “As a proud holder of the Royal Warrant for over 167 years, Cadbury is thrilled to be part of the Platinum Jubilee celebrations this summer. The celebration recognises communities across the UK and Commonwealth, so Cadbury is delighted to be giving members of the public the opportunity to attend the Pageant which pays tribute to The Queen’s extraordinary reign - and be part of one of the largest celebrations in decades.”

Tom Athron, CEO, Fortnum & Mason said: “We are honoured to be a key partner in supporting the Platinum Jubilee Pageant. After the last few turbulent years, we are looking forward to being part of a once in a lifetime celebration that will bring the UK together in honour of Her Majesty’s long and remarkable reign.”

Sharry Cramond, Brand Marketing Director at M&S said: “Moments of genuine celebration have been rare in the last two years and the Platinum Jubilee Pageant is a once in a lifetime chance for us to come together - across the nation and the Commonwealth - and recognise the remarkable reign of Her Majesty The Queen. M&S has been at the heart of community celebrations for over 138 years and we’re delighted to play our part this time as an official Pageant partner.”

Steve Hatch, Vice President Northern Europe, Meta said: “Meta is delighted to be supporting this once in a lifetime celebration. For more than a decade we have been bringing communities together on our platforms to experience iconic moments in British history. We are looking forward to seeing how communities across the UK celebrate the Platinum Jubilee Pageant on Facebook and Instagram, and playing our part in bringing this historic event to people around the world.”

Richard Freed, Founder of St James’s House and the associated SJH Group said: “Our company has a long history of producing publications for major royal celebrations. The Platinum Jubilee Pageant is a once-in-a-lifetime event.”

Claire Pointon & Martin George, Customer Directors, John Lewis & Partners, Waitrose & Partners said: “On behalf of John Lewis and Waitrose, we are honoured to be an Official Partner of the Platinum Jubilee Pageant. We are very proud of the Royal Warrants we hold at Waitrose and are very much looking forward to being part of this hugely exciting celebration.”

Sacha Lichine, Director of Chateau d’Esclans, home of Whispering Angel rosé said: “The United Kingdom represents one of the greatest wine platforms and markets in the world”, strengthening his unbridled enthusiasm and sense of honour to be part of the Platinum Jubilee Pageant.

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.

For further information 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 the Platinum Jubilee Pageant partners and contact details

About Air Partner: Founded in 1961, Air Partner provides aircraft charter and safety & security solutions to industry, commerce, governments and private individuals, across civil and military organisations. The Group has two divisions: Air Partner Charter, comprising Group Charter, Private Jets, Freight and Specialist Services; and Air Partner Safety & Security (formerly Consulting & Training), which comprises Baines Simmons, Redline Assured Security and Managed Services. Air Partner works with Climate and Development experts ClimateCare, to allow clients to offset carbon emissions in support of projects that not only cut carbon but also alleviate poverty and improve lives. Air Partner has also partnered with Raleigh International, a youth action organisation which supports the global movement of young people to create solutions to the world's most urgent problems such as the climate emergency, through which a number of employees have taken part in Raleigh's Tree Planting Action Challenge.

For more information please contact Houston PR at airpartner@houston.co.uk or on 0204 529 0549.

About Bloomberg: Bloomberg, the global business and financial information and news leader, gives influential decision makers a critical edge by connecting them to a dynamic network of information, people and ideas. The company's strength – delivering data, news and analytics through innovative technology, quickly and accurately – is at the core of the Bloomberg Terminal. Bloomberg's enterprise solutions build on the company's core strength: leveraging technology to allow customers to access, integrate, distribute and manage data and information across organizations more efficiently and effectively. For more information, visit [Bloomberg.com/company](https://www.bloomberg.com/company) or contact Natalie Harland, Corporate Communications at nharland1@bloomberg.net or on [+44-20-3525-8820](tel:+442035258820).

About Boodles: Quintessentially British, Boodles is one of the only remaining family-owned jewellers on London's Bond Street. Founded in 1798, the company is known for the quality of its precious gemstones and the skill of its creations. Thanks to an inspirational team of in-house designers, Boodles visionary philosophy continues to champion exemplary British craftsmanship. For more information, please contact Emily Bull, Head of Communications at emilybull@boodles.com or on 0207 647 1348.

About Burberry: Burberry is a global luxury brand, headquartered in London, UK. Founded in 1856, Burberry is listed on the London Stock Exchange (BRBY.L) and is a constituent of the FTSE 100 index. BURBERRY, the Equestrian Knight Device, the Burberry check and the Thomas Burberry Monogram and print are trademarks belonging to Burberry. For more news: www.burberryplc.com. For more information, please contact Samantha Pacan, Senior PR and Communications Manager at Samantha.Pacan@burberry.com.

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. For more information, please contact CadburyPR@ogilvy.com.

About Cadogan: Cadogan is a family business, property manager, investor and developer – with a 300-year history that informs its dynamic estate management approach today. As proud custodians of over 90 acres of Chelsea and Knightsbridge, their long-term stewardship aims to enrich the area's unique character, while safeguarding its future vitality. Please visit www.cadogan.co.uk. For more information please contact Caroline Jennings, Marketing and Communication Director at caroline.jennings@cadogan.co.uk or on 0207 730 4567.

About Fortnum & Mason: Fortnum & Mason is essential for anyone in search of extraordinary food, joy-giving things, unforgettable experiences and exceptional service. First founded in London in 1707 after Queen Anne gave her footman William Fortnum permission to sell on discarded candles from St James's Palace, Fortnum's has been privileged to enjoy a close relationship with the British Royal household ever since – holding several warrants throughout its history, including two from Her Majesty The Queen and HRH The Prince of Wales. Every year, millions of people from around the world visit the Piccadilly flagship to enjoy Fortnum's famous Afternoon Tea and shop in its plentiful food, gift and fragrance halls. The iconic brand is celebrated for its teas, Scotch eggs, handmade chocolates, and wicker hampers – each of which play a large part in its centuries of history – and today remains committed to imagination and discovery. Proud of its storied past and innovating still, Fortnum's mission remains to make joy for every customer, whether they're shopping in-store or from around the world at the award-winning www.fortnumandmason.com. Follow Fortnum's on Instagram, Twitter and Facebook (@fortnums). For more information, please contact fortnumsgroup@seven-communications.com.

About McDonald's: McDonald's has operated in the UK since 1974 and currently has just over 1,400 restaurants across the UK and Ireland, serving over four million customers each day. McDonald's is one of the UK's largest private sector employers, employing more than 135,000 people who work together to combine great tasting food, made from high quality

ingredients with service that our customers know and trust. Please visit mcdonalds.co.uk or contact Press Office PressOffice@uk.mcd.com or 020 3892 1000

About Meta: For more information on Meta please contact Andrew Devoy, Communications Manager at andrewdevoy@fb.com.

About M&S: M&S is a British value-for-money retailer focused on own label businesses, including Food, Clothing & Home and Bank & Services in the UK and internationally. Today, it operates a family of businesses, selling high-quality, great-value own-brand products in the UK and internationally, from 1,509 stores and over 100 websites globally. Together, our 70,000 colleagues across our stores, support centres, warehouses and supply chain serve nearly 30 million customers each year.

About St James's House: St James's House – part of the SJH Group – is a leading publishing, communications and events company that supports a range of public, private and third-sector organisations. They are entrepreneurial, client centric and forward thinking, and the fact that their projects encompass high-end publishing, world-class events and impactful publicity means that they can work holistically and really inject the thrill factor into any tailor-made message. Please visit www.stjames.org and www.sjhgroup.com. For more information, please contact Claire Godeaux, Head of Marketing at claire.godeaux@sjhgroup.com or on 0208 371 4026.

About Waitrose & John Lewis: The John Lewis Partnership owns and operates two of Britain's best-loved retail brands - John Lewis and Waitrose. Started as a radical idea nearly a century ago, the Partnership is the largest employee-owned business in the UK and amongst the largest in the world, with approximately 80,000 employees who are all Partners in the business. For all intents and purposes, the Partnership is a social enterprise; the profits made are reinvested into the business - for customers and Partners. John Lewis operates 34 shops plus one outlet across the UK as well as johnlewis.com. Waitrose has 331 shops in England, Scotland, Wales and the Channel Islands, including 59 convenience branches, and another 27 shops at Welcome Break locations. The omnichannel business includes the online grocery service, Waitrose.com, as well as specialist online shops, including waitrosecellar.com for wine and waitroseflorist.com for plants and flowers. For more information, please contact Laura Wallsworth, Senior Marketing Manager at laura.wallsworth@waitrose.co.uk or on 01344 826 298.

About Whispering Angel: Whispering Angel, today's worldwide reference for rosé wine is from Côtes-de Provence France which is considered to be the greatest rosé wine producing region in the world. Whispering Angel was launched by veteran wine industry luminary Sacha Lichine in 2006. His vision to do so was about making this wonderful rosé wine more accessible on an international level. Whispering is now available in some of the finest venues in 108 countries. For more information, please contact Tom Schreckinger, Director of Communications at tschreckinger@sachalichine.com or on +33 6 76 40 71 25, or Pumbaa Goess Saurau at pgoess@chateaudesclans.com or on +33 7 89 05 29 66.