



Her Majesty The Queen's
PLATINUM JUBILEE PAGEANT
1952 – 2022

6 April, 2022

More Partners Announced To Support the Platinum Jubilee Pageant

- **Leading international companies 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 six more major international companies as partners of this once-in-a-lifetime event. Representing diverse sectors, they join 17 partners which have come together to form a unique alliance in celebration of The Queen's 70-year reign.

The new Platinum Partners are Britannia Financial Group and JCB. The new Pageant Partners are Mastercard, Goldman Sachs, Reckitt and Vintro.

The Bespoke Platinum Partner for the Platinum Jubilee Pageant is Lloyds Bank. Other 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.

Platinum Jubilee Pageant partners are gearing up for the event in just two months' time with a series of activations and commemorative memorabilia. These include:

Bespoke Platinum Partner Lloyds Bank

Lloyds Bank is proud to be helping communities celebrate the Pageant with the launch of the 'Lloyds Bank Pageant Pack'. It is full of ideas on how to get involved and host your own events. The pack can be found on the [Platinum Jubilee Pageant website](#) and the [Lloyds Bank website](#). Alongside this Lloyds Bank are bringing to life the story of the last 7 decades of the Her Majesty the Queen's reign in how they have been by the side of customers and businesses in an ever-changing Britain.

Over the coming weeks, Lloyds Bank will also be shining a spotlight on some of the businesses across the nation that have banked with them for over 70 years. They will also be holding a client dinner at St Paul's Cathedral in May, where guests will hear from large and small businesses as they discuss their sustainability journeys and the opportunities and challenges these bring. It will also open up its archives around the innovations in how day to day banking has changed over this period - from the introduction of the first computer systems (60s), the launch of the UK's first ATM (70s) and the introduction of its mobile app (2010s).

Moët & Chandon

Moët & Chandon is launching a limited-edition bottle for their flagship champagnes, Moët & Chandon Impérial and Rosé Impérial. Since the 1890's, upon being granted a Royal Warrant by Queen Victoria, Moët & Chandon has been committed to celebrating the Royal Family's most memorable moments throughout the years, from launching coronation cuvées, to celebrating past Jubilees with limited edition bottles. To further mark the occasion, two bottles of Moët & Chandon Grand Vintage 1953 will be released. [?](#)

St James's House

St James's House, Official Platinum Partner and publisher for the Platinum Jubilee Pageant, is producing a fully illustrated coffee-table book *Her Majesty The Queen: The Official Platinum Jubilee Pageant Commemorative Album* to celebrate The Queen's glorious 70-year reign. The book is now available to pre-order on the [St James's House website](#).

Bloomberg

Through Bloomberg's support, educators, students, and their communities, are working to design vibrant works of art to form a River of Hope, inspired by environmental conservation and restoration. Two hundred designs will be printed onto silk flags to form part of the Platinum Jubilee Pageant, depicting hope for the future.

Cadbury

Cadbury is launching two exclusive limited-edition products; a celebratory Platinum Jubilee Cadbury Roses Tin and a newly designed wrapper for Cadbury Dairy Milk, both available from May 1st. Cadbury is also giving away 250 pairs of tickets to the Platinum Jubilee Pageant.

Cadogan

[‘Chelsea in Bloom’](#), London’s largest floral festival, returns from 23rd – 28th May with 2022 theme, British Icons, bringing us together in celebration for The Queen’s Platinum Jubilee. Expect ‘Icons’ created from fresh flowers, taken from the worlds of fashion, art, design, sport, literature, music, food and more – from the likes of David Bowie to the Mini, Bond, Mary Poppins to Vivienne Westwood, Big Ben and of course, Her Majesty The Queen. The event is produced by Cadogan as a complementary event to the prestigious Chelsea Flower Show, in partnership with the Royal Horticultural Society.

Fortnum & Mason

Fortnum & Mason have created a limited-edition [Platinum Jubilee Collection](#) - 36 unique Platinum Jubilee products ranging from delectable teas, biscuits and preserves to exceptional commemorative tea sets, gift sets, and of course iconic Fortnum’s Hampers and fresh picnics. There is English sparkling wine, a mini musical biscuit tin, and a selection of hand decorated iced biscuits, each biscuit featuring a design reflecting one of the monarch’s favourite things – from flowers and pigeons to adorable corgis, horses and swans.

To celebrate and support craft, creativity and exceptionally talented makers in the Jubilee year, Fortnum & Mason have collaborated with the Queen Elizabeth Scholarship Trust and the Royal Warrant Holders Association to create an exhibition called [“The Art of the Exceptional - a Jubilee Celebration of Makers”](#). This will take place on the third floor of Fortnum’s Piccadilly home and will feature four different exhibitions across the four months of March to June, each showcasing the extraordinary craft and talent of QEST scholars and Royal Warrant Holders working in wicker, clay, wood, glass, leather, metal and more. Visit the exhibition and you can meet the makers and explore their products, and the last exhibition will culminate in the creation of The Jubilee Hamper, a truly unique hamper to be filled with the work of makers featured in the exhibition.’

Sotheby’s

From 28 May – 15 June, Sotheby’s galleries in New Bond Street will be taken over by specially curated exhibitions of royal portraits, rare aristocratic jewels and important manuscripts. Alongside this, Sotheby’s Arts Festival will celebrate the visual, performing, literary and culinary. Sotheby’s will also hold “British Art: A Jubilee Auction” on 29 June.

Whispering Angel

Whispering Angel’s distinctive white label will become a beautifully embossed Platinum shade over the Jubilee celebrations summer period. As the Platinum Jubilee Pageant’s

official rosé wine, these limited-edition Whispering Angel bottles, which shall be released at Easter time, will proudly display the Jubilee Pageant identity alongside the iconic Angels and scripted brand marque, to honour the Historic occasion of 70 years of service to the Crown.

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 The Queen, 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.

Nicholas Coleridge, Co-Chair of The Platinum Jubilee Pageant, said: "We are immensely grateful to this glorious array of British and international Companies, whose exceptional generosity makes the Jubilee Pageant possible. The historic event will be enjoyed by people in their millions up and down the country, and will be watched and enjoyed by up to a billion around the world by broadcast and digitally".

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 new Platinum Jubilee Pageant partners

The Britannia Financial Group said: "Britannia Financial Group is delighted to be supporting the Platinum Jubilee Pageant, a truly unique occasion which will be celebrated across the Commonwealth. As a London based institution, it is an honour to be able to play a role in celebrating Her Majesty's extraordinary reign and show thanks for her dedication over the past 70 years."

JCB Chairman Lord Bamford said: "The reign of Her Majesty The Queen over seven decades has been nothing short of remarkable. As a leading British business that owes much of its success to the United Kingdom and the Commonwealth, JCB did not hesitate to be part of this unique celebration to honour Her Majesty. We look forward to participating in the Pageant in June."

Agnes Woolrich, Vice President Marketing & Communications, UK&I Mastercard said: "We are delighted to be partnering with the Platinum Jubilee Pageant in celebration of Her Majesty's 70 years on the throne. We look forward to supporting the upcoming activities which will see communities around the world coming together to mark this eventful occasion. Connecting people to cultural moments and once-in-a-lifetime experiences has always been at the heart of the Mastercard brand. It's truly an honour to support this historical milestone."

Nick Sedgwick, Regional Director for Reckitt's Health business in the UK &

Ireland commented: "It's a true honour to be named as the Official Hygiene Partner for the Platinum Jubilee Pageant and support with Dettol products and scientific expertise. Dettol is a uniquely British brand with a proud history and a mission of helping to protect people through its scientific efficacy and hygiene programs. We're looking forward to delivering a truly platinum standard of hygiene for all who attend."

Noor Sugrue, Founder of Vintro said: "Vintro is honoured to be partnering with the Platinum Jubilee Pageant celebrating this truly historic event. Her Majesty The Queen represents many of the things we hold dear: duty, devotion and dignity. Her Majesty has served the people of the United Kingdom and the Commonwealth with dedication over the past 70 years and leaders across the globe unite in their admiration for her. We're looking forward to joining in and supporting this national and international celebration."

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

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:+44-20-3525-8820).

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 Britannia Financial Group: Britannia Financial Group is a leading international financial services group headquartered in London. Britannia combines local expertise with global solutions to offer personalised, full-service banking, and securities services to its clients. Across five fully regulated entities, Britannia services a diversified, international client base consisting of institutions, corporates, family offices and UHNWs.

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 and Mondelēz International: Mondelēz 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*, *beVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy and *Trident* gum. Mondelēz 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 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 Goldman Sachs: The Goldman Sachs Group, Inc. is a leading global financial institution that delivers a broad range of financial services across investment banking, securities, investment management and consumer banking to a large and diversified client base that includes corporations, financial institutions, governments and individuals. Founded in 1869, the firm is headquartered in New York and maintains offices in all major financial centers around the world. <https://www.goldmansachs.com/about-us/index.html>.

About JCB: JCB, the world’s third largest construction equipment brand by volume, has 22 plants on four continents: 11 in the UK and others in India, Brazil, the USA and China. The company employs more than 15,000 people worldwide. Research published by Oxford Economics in 2019 shows that JCB supports 37,000 jobs in the UK and contributes £664 million to the Exchequer and generates £2.3 billion of GDP. In an ambitious move in 2021, privately-owned JCB unveiled its first ever products powered by hydrogen. JCB’s purpose-engineered zero CO² hydrogen fuel motor was designed after a challenge to the company’s engineers from Chairman Lord Bamford. The newly designed motor harnesses JCB’s existing

expertise and supply chain infrastructure. The company is investing £100 million in the project and has two prototype hydrogen-fuelled machines on test: a backhoe loader and a Loadall telescopic handler.

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.

About Mastercard : Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

www.mastercard.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 Reckitt: Reckitt* is driven by its purpose to help protect, heal and nurture in a relentless pursuit of a cleaner, healthier world. We fight to make access to the highest-quality hygiene, wellness and nourishment a right, not a privilege, for everyone. Reckitt is proud to have a stable of trusted household brands found in households in more than 190 countries. These include Enfamil, Nutramigen, Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Lysol, Dettol, Veet, Harpic, Cillit Bang, Mortein, Finish, Vanish, Calgon, Woolite, Air Wick and more. 20 million Reckitt products a day are bought by consumers globally. Reckitt's passion to put consumers and people first, to seek out new opportunities, to strive for excellence in all that we do, and to build shared success with all our partners, while doing the right thing, always is what guides the work of our 40,000+ diverse and talented colleagues worldwide. For more information visit www.reckitt.com

*Reckitt, formerly known as RB, is the trading name of the Reckitt Benckiser group of companies.

About Sotheby's: Established in 1744, Sotheby's is the world's premier destination for art and luxury. Sotheby's promotes access, connoisseurship and preservation of fine art and rare objects through auctions and buy-now channels including private sales, e-commerce and retail. Our trusted global marketplace is supported by an industry-leading technology platform and a network of specialists spanning 40 countries and 50 categories, which include Contemporary Art, Modern and Impressionist Art, Old Masters, Chinese Works of Art, Jewelry, Watches, Wine and Spirits, and Interiors, among many others. Stream live auctions and place bids in real time, discover the value of a work of art, browse sale catalogues, view original content and more at sothebys.com, and by downloading Sotheby's app for [iOS](#) and [Android](#).

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 Vintro: Founded by Noor Sugrue in 2018, Vintro is a global tech-enabled platform which allows individuals and companies to make business connections that will help them succeed. Whether businesses are seeking new sales opportunities or entrepreneurs are looking for advice, Vintro's mission is to break down the traditional barriers that keep people apart. Businesses and entrepreneurs, from anywhere in the world, can now make the connections and gain attention, feedback and opportunities from some of the most influential people in the world. The Vintro Global Advisory Council works closely with the Vintro leadership team to amplify and expand the Vintro mission and includes: Lord Philip

Hammond – Former UK Chancellor of The Exchequer Rick Haythornthwaite – Chairman of Ocado; Jean Oelwang – Founding CEO, Virgin Unite and Alastair Lukies CBE – CEO, Pollinate.

Vintro™ is a Delaware registered company headquartered in Chicago Illinois with offices in London, Cape Town and Melbourne.

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 world's greatest rosé wine producing region. Whispering Angel was launched by veteran wine industry luminary Sacha Lichine in 2006, with a vision to create the best rosés in the world. His introduction of new and innovative winemaking techniques to Provence revolutionized the styles of rosés being produced from this appellation, and ignited the "Rosé Renaissance". 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.