



THE PATRON'S LUNCH

PRESS RELEASE

10,000 EXPECTED FOR MALL STREET PARTY TO HONOUR HER MAJESTY THE QUEEN

The Patron's Lunch will celebrate a lifetime dedicated to service having acted as Patron to over 600 organisations across the UK and the Commonwealth

Embargoed for 00.01 on Thursday July 9th, 2015

On Sunday June 12th 2016, The Mall in St James's Park will be transformed for its largest ever street party to celebrate The Queen's patronage of over 600 charities and organisations on the occasion of her 90th birthday.

Announced today, *The Patron's Lunch* will be an iconic event recognising the un-relenting support and service our Monarch has given to the community over her 63 year reign. The Queen's commitment to this service is cause for a national and Commonwealth-wide celebration.

The not-for-profit event will also raise money for a newly created Patron's Fund, which will support the charitable organisations within the UK and across the Commonwealth to which Her Majesty The Queen acts as a Patron.

At the centre of the event will be the very people she has helped over the decades; The Patron's Organisations. This group of more than 600 charities and organisations is represented across the UK and the Commonwealth and covers 17 different sectors ranging from children, young people and the elderly to armed services, environment and agriculture.

The Mall will be the centrepiece to a truly magnificent spectacle with 10,000 guests, the majority of which will be representatives of the Patron's Organisations, taking part in a classic British 'street party.' The guests will enjoy a hamper-style lunch at tables positioned along the full length of The Mall, with entertainment and Union flags aplenty.

Her Majesty The Queen will be joined by the Duke of Edinburgh and other members of the Royal Family to celebrate the occasion. Their Royal Highnesses, The Duke of Cambridge and Prince Harry will reside as Joint-Presidents of The Patron's Lunch; honouring the dedication shown by Her Majesty to so many charities and organisations.

The day itself promises to deliver an electric festival-themed atmosphere that can be enjoyed not only by the guests on The Mall, but also by the general public who will be able to soak up the festivities at large screens situated in the Royal Parks, Green Park and St James's Park.

The concept was created by global events agency, Sports Entertainment Ltd (SEL).

Peter Phillips, Director of SEL, commented on the importance of the event:

"Staging this street party on The Mall will be a fantastic way to celebrate and honour a lifetime of service from Her Majesty The Queen and a brilliant showcase of all things British. It is the first time ever that something like this has been hosted on The Mall and there is no better reason for doing it."

He continued: *"We have had phenomenal support from our partners who will be involved in helping us create a unique and memorable event celebrating the very best of our British community spirit."*

OUR OFFICIAL PARTNERS:



“As well as the main event on The Mall, we are also aiming to inspire as many people as we can to host street parties of their own for the direct benefit of their community. I hope that people in Britain and across the Commonwealth dust off their picnic tables and join us in celebrating this very special occasion.”

At the very heart of *The Patron’s Lunch* is a desire to give the British and Commonwealth public the chance to not only honour and thank Her Majesty’s extraordinary commitment to others, but to also inspire communities the length and breadth of the nations to do the same. *The Patron’s Lunch* will look to re-ignite the famous British ‘community spirit’ and have villages, towns and cities all over the UK and across the Commonwealth to hold their own street parties. It is hoped these local ‘Patron’s Lunches’ will help raise money for their own communities and local initiatives.

In addition to the fundraising generated at a local level, the event will also serve as a unique platform for the charitable organisations to which The Queen acts as Patron, to maximize their own fundraising efforts.

A Patron’s Organisation that has benefited from The Queen’s support over many years is The Scouts. Chief Scout, Bear Grylls, commented on the significance of this event and what it stands for:

He said: *“I’m so excited about this massive community celebration. As Scouts, we’re incredibly proud to have Her Majesty The Queen as our Patron and her lifetime of service to others is truly inspirational.”*

Grylls continued: *“This year 500,000 Scouts will be following her example and supporting communities with our Million Hands project. We look forward to celebrating not only on The Mall, but right across the United Kingdom. As Chief Scout I would like to say a huge thanks to The Queen. Let’s make her proud!”*

The Patron’s Lunch welcomes its official partners; Boots, BT, Diageo (Pimm’s), Marks & Spencer and Unilever (PG Tips and Walls Ice Cream). In addition to these official partners, *The Patron’s Lunch* also welcomes official suppliers, Hiscox Insurance, KPMG and Jaguar Land Rover and official supporter, the GREAT Britain Campaign.

The Patron’s Lunch will be the climax to a fantastic weekend of celebrations. It will begin with a Service of Thanksgiving at St Paul’s Cathedral on Friday 10th June followed by Trooping the Colour on Saturday 11th June and culminating in *The Patron’s Lunch* as the celebratory finale on Sunday 12th June.

ENDS

Notes to Editors

Confirmed Official Partners:

- Boots
- BT
- Diageo (Pimms)
- M&S
- Unilever (PG Tips and Walls Ice Cream)

Confirmed Official Suppliers and Supporters:

- Hiscox, Official Insurance Provider
- KPMG, Official Accountancy Provider
- Jaguar Land Rover, Official Vehicle Provider
- GREAT Britain Campaign, Official Supporter

Further details about *The Patron’s Lunch* can be found at www.ThePatronsLunch.com

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