

INVICTUS GAMES

LONDON 2014

FOR OUR WOUNDED WARRIORS

PRESS RELEASE



Prince Harry launches a new international sporting event for wounded, injured and sick Service personnel today

- Invictus Games, presented by Jaguar Land Rover, will use the power of sport to inspire recovery, support rehabilitation and generate a wider understanding and respect for those who serve their country.
- Prince Harry brings the Games to the UK following an inspirational visit to USA Warrior Games in 2013.
- More than 300 competitors from across the world will compete in eight adaptive sports in London from 10-14 Sep 2014.
- Jaguar Land Rover, inspired by the visionary concept, throws support behind the Games to become presenting partner.
- Financial support for the Games comes from the Royal Foundation, the Chancellor of the Exchequer, the Mayor of London and commercial partners.
- BBC confirmed as official broadcaster.

6 March 2014 – The Royal Foundation of The Duke and Duchess of Cambridge and Prince Harry, in partnership with the Ministry of Defence, today announces that the 'Invictus Games' presented by Jaguar Land Rover, an international sporting event for wounded, injured and sick Service personnel, will take place in London from 10-14 September 2014.

The event is championed by Prince Harry. It will see more than 300 wounded, injured and sick Servicemen and women, serving and veteran, competing in the Queen Elizabeth Olympic Park and the Lee Valley Athletics Centre, thanks to the Mayor of London, the London Legacy Development Corporation and the Lee Valley Regional Park Authority. On the programme will be **Athletics, Archery, Wheelchair Basketball, Road Cycling, Indoor Rowing, Wheelchair Rugby, Swimming, Sitting Volleyball and a driving challenge**. Teams will be invited from the armed forces of 13 nations that have served alongside each other, with relative newcomers to adaptive sport joining advanced athletes in an inclusive programme.

At the heart of the Games will be the servicemen and women who will represent their nations in this first ever international Invictus Games. **Captain David Henson, who hopes to compete in September, commented:** "Competitive sport has made all the difference to my personal recovery and rehabilitation. For a whole international community of injured 'brothers in arms' who flat out refuse to let themselves be beaten by their injuries, the Invictus Games in London will offer a memorable, inspiring and energising experience in their journey of recovery. This is not just the story of our wounded, but of all of our servicemen and women. We will each prove, as William Ernest Henley's famous poem Invictus so aptly says: I AM the master of my fate. I AM the captain of my soul."

The word 'Invictus' means 'unconquered'. It embodies the fighting spirit of the wounded, injured and sick service personnel and what these tenacious men and women can achieve, post injury. The Invictus Games will celebrate this through sporting achievement that recognises the sacrifice they, and others, have made.

The Royal Foundation of The Duke and Duchess of Cambridge and Prince Harry, will contribute a significant grant to staging the Invictus Games. The events in September will mark the beginning of a legacy programme to support accessibility of adaptive sport and further employment opportunities for transitioning Servicemen and women leaving the Armed Forces. The Chancellor of the Exchequer, George Osborne, is also supporting this important cause by matching the Royal Foundation donation with £1million from the LIBOR fund.

With this strong funding base, the Organising Committee, the Royal Foundation and Ministry of Defence will be working with businesses, organisations and individuals to help secure the remainder of the necessary funds. Today, Jaguar Land Rover has pledged its support by becoming presenting partner and will explore opportunities with the Royal Foundation and the Ministry of Defence to create innovative ways to enhance the valuable role of veterans as skilled employees, as a way of creating a lasting legacy for the Games. There will also be a driving challenge as part of the schedule of events for the participants, organised by Jaguar Land Rover.

Competitors and live audiences can look forward to enjoying the occasion in venues made famous by the London 2012 Games. These venues include the Copper Box, the Aquatic Centre and the VeloPark. Track and field disciplines will run at Lee Valley Athletics Centre.

The event will also be broadcast by the BBC – today confirmed as the official broadcast partner. Live coverage, highlights packages and other programming are planned around the event.

A ceremony will be held to mark the opening, involving the competitors. A closing concert is also being planned, which will represent another celebration of adaptive sport in the UK, building on the legacy of the London 2012 Paralympic Games. Organisers are also hoping to give competitors the opportunity to bring family and friends, from around the world, to share the experience.

The Invictus Games, presented by Jaguar Land Rover, has strong levels of support from the very top levels of the UK and London. Please see the quotes attached.

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Invictus Games quotes of support for use:

Prince Harry said: "I have witnessed first-hand how the power of sport can positively impact the lives of wounded, injured and sick Servicemen and women in their journey of recovery. The Invictus Games will focus on what they can achieve post injury and celebrate their fighting spirit, through an inclusive sporting competition that recognises the sacrifice they have made. I am extremely proud that we are bringing an event like this to the UK for the first time and believe it can have a long lasting impact on the well-being of those who have served their nations so bravely."

Prime Minister David Cameron commented: "I'm delighted by today's launch of the Invictus Games, with strong support from their Royal Highnesses, the Government, Armed Forces and sponsors. Coming shortly after we host the NATO Summit, the Games will be a wonderful opportunity to recognise the commitment of those who serve in the United Kingdom's and our allies' Armed Forces and to pay tribute to the sacrifice of those who are wounded or injured."

Chancellor of the Exchequer George Osborne said: "I am pleased that we have been able to support the very first Invictus Games in London using the LIBOR fund. We're using money raised from fines on those who demonstrated the very worst of values to support the very best of values - injured service personnel from around the world. This landmark event will be a real inspiration for future generations."

Defence Secretary Philip Hammond said: "It is a privilege that this year the UK will host the first Invictus Games for wounded, injured and sick personnel and veterans from across the world. We know how important physical activity is to aid and assist recovery, which is why in the UK we have developed Battle Back, a world-class rehabilitation and recovery programme for our wounded personnel. This programme is not only changing lives but producing world-class athletes. I hope these Games will allow us to showcase their achievements and inspire future generations to realise their full potential."

Mayor of London Boris Johnson commented: "In the summer of 2012 London hosted the greatest sporting spectacle on earth, an Olympic and Paralympic Games full of tears and courage, inspiration and determination, and grit and sheer guts. As a city it's those values we hold dear and that's why London is immensely proud to play host to the 2014 Invictus Games. I'm delighted that the Servicemen and women of our Armed Forces and our allies will be able to compete in those same venues, in what promises to be an incredible week of sporting competition."

"Jaguar Land Rover is immensely proud to be enabling these Invictus Games. We have been inspired by the passion with which Prince Harry has championed this visionary idea, to celebrate the commitment and achievements of wounded, injured and sick Service personnel," **said Dr Ralf Speth, chief executive officer of Jaguar Land Rover.** "In addition, we're exploring with the Royal Foundation and the Ministry of Defence innovative ways of enhancing their employment prospects and those of other Service personnel when moving into civilian life, to create a lasting legacy from the Games."

Sir Keith Mills, chair of the Organising Committee appointed to oversee the event, said: "Prince Harry, The Royal Foundation, the Ministry of Defence, the Mayor of London, the venues, Jaguar Land Rover and the BBC have all worked tirelessly to get us to the start line and I am thrilled that we are now able to announce the details of the Games today. The Invictus Games is going to be one of the major highlights of 2014 and a real inspiration to many around the world."

Fact Sheet

The word 'Invictus' means 'unconquered'. It embodies the fighting spirit of the wounded, injured and sick service personnel what these tenacious men and women can achieve, post injury. The Invictus Games will celebrate this through sporting achievement that recognises the sacrifice they, and others, have made.

What: The Invictus Games presented by Jaguar Land Rover is an international sporting competition for wounded, injured and sick Service personnel. The event takes place in London from 10-14 September 2014.

When: 10-14 September 2014

Where: Events will take place on Queen Elizabeth Olympic Park (Aquatics Centre, Copper Box and VeloPark) with track and field taking place at Lee Valley Athletics Centre.

Sports: Athletics, Archery, Wheelchair Basketball, Road Cycling, Indoor Rowing, Wheelchair Rugby, Swimming and Sitting Volleyball. There will be a driving challenge for the participants organised by Jaguar Land Rover.

Competitors: More than 300 injured, wounded and sick Servicemen and women, serving and veteran from 13 countries that have served alongside each other: Afghanistan, Australia, Canada, Denmark, Estonia, France, Germany, Iraq, Italy, Netherlands, New Zealand, USA, UK

Tickets: The events will be open to the public and details on how to get tickets will be released in due course.

Sponsors and Broadcast: Jaguar Land Rover is the Presenting Partner of The Invictus Games. The Royal Foundation and Ministry of Defence continue discussions with further partnership and funding opportunities. The BBC has been confirmed as the official broadcast partner. Live coverage, highlights packages and other programming – including documentaries featuring some of those taking part and the inspirational stories of their journey of recovery – are being scheduled.

Vision for Games: The vision for the Invictus Games is to harness the power of sport to inspire recovery, support rehabilitation and generate a wider understanding and respect of those who serve their country. By:

- delivering an international sporting competition for wounded, injured and sick Service personnel, serving and veteran
- raising awareness and recognition of the role the armed forces play in our world
- creating a climate in which they and their families are valued, respected and receive support into the future

Organising the Games: The Invictus Games is an initiative of The Royal Foundation of the Duke and Duchess of Cambridge and Prince Harry, in partnership with the Ministry of Defence. The event is being organised by a specially formed committee supported by the delivery team from the London 2012 Olympic and Paralympic Games.

The Board: The Committee Board is chaired by Sir Keith Mills, formerly the deputy chairman of the London Organising Committee of the Olympic and Paralympic Games (LOCOG). It includes Lt General Andrew Gregory and General Sir Nick Parker, Ed Lane Fox, Private Secretary to Prince Harry, Debbie Jevans, CEO of England Rugby 2015; Terry Miller, who was LOCOG's general counsel; Chris Townsend, who was LOCOG's Commercial Director; and Mary Reilly, former Partner at Deloitte. Sara Donaldson OBE, who was the Chief Operating Officer of the Production Company for the London 2012 Olympic and Paralympic Opening and Closing Ceremonies; Roger Mosey, who was the BBC's Director of London 2012 Olympic Games coverage; and Guy Monson of Sarasin & Partners LLP, are also on the Board.

Funding the Games: Prince Harry's Foundation, which he shares with The Duke and Duchess, The Royal Foundation, will be contributing a significant grant to the staging of the Invictus Games as well as the creation of a legacy programme to support opportunities to make adaptive sport available to wounded veterans and also employment opportunities for transitioning Servicemen and Women leaving the Armed Forces. The Chancellor of the Exchequer, George Osborne, is also supporting this important cause with a £1million donation from the LIBOR fund.

The Mayor of London is providing use of Queen Elizabeth Olympic Park.

Further funding has been provided through the partnership with Jaguar Land Rover, who is the Presenting Partner of the Invictus Games.

Logos

INVICTUS
GAMES
LONDON 2014

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FOR OUR WOUNDED WARRIORS

PRESENTED BY JAGUAR LAND ROVER

The 'I Am' concept

"I am the master of my fate:
I am the captain of my soul."

So ends the poem 'Invictus' by William Ernest Henley

Invictus is Latin for unconquered. The speaker in the poem proclaims his strength in the face of adversity.

The logotype for the 'Invictus Games' captures and elevates this unerring belief in the human spirit. From a branding perspective it turns it into a clear purpose. It's not what the games are endeavouring to do, but 'why' that's ultimately important. Providing a platform for personal achievement. For our wounded warriors to compete, not just against each other, but against themselves and prove 'I AM'. Which fortunately for us sits right at the heart of our name.

Our logotype therefore, defines both 'who we are' and 'what we stand for'.

Invictus

Out of the night that covers me,
Black as the Pit from pole to pole,
I thank whatever gods may be
For my unconquerable soul.

In the fell clutch of circumstance
I have not winced nor cried aloud.
Under the bludgeonings of chance
My head is bloody, but unbowed.

Beyond this place of wrath and tears
Looms but the Horror of the shade,
And yet the menace of the years
Finds, and shall find, me unafraid.

It matters not how strait the gate,
How charged with punishments the scroll.
I am the master of my fate:
I am the captain of my soul.

William Ernest Henley