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WORLD QUEEN DAY

2 JULY
PARTICIPATION PACK 2026

ONE BAND, ONE DAY.
ONE GLOBAL COMMUNITY.

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WHAT IS WORLD QUEEN DAY?

World Queen Day celebrates the music of Queen, the connections it creates, and the legacy it inspires for future generations.

On 2nd July each year, people around the world come together in their own way — at home, at school, at work, in their communities — to celebrate Queen's music.

It's about connection, participation, legacy and positive impact.



| | | | |
|---|---|---|---|
|  |  |  |  |
| CONNECTION Bringing people together | PARTICIPATION Everyone can take part | LEGACY Keeping Queen's spirit alive | POSITIVE IMPACT Making a difference that matters |

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WHY 2ND JULY?

 On 2nd July 1971, Queen performed live with their classic four-piece line-up for the first time.

 This marked the beginning of one of the most iconic bands in music history — whose songs continue to unite people all over the world today.

 World Queen Day celebrates that moment and the legacy that followed.



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HOW TO TAKE PART

Everyone, everywhere, can take part in their own way. Here are some ideas to get you started:

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|  AT HOME Play Queen, sing along, watch a concert film, or share your favourite song. |  SCHOOLS Listen in class, create projects, hold a Queen day, or learn an instrument. |
|  COMMUNITIES Organise a local event, park singalong, street party or community gathering. |  WORKPLACES Play Queen at work, run a quiz, host a lunchtime playlist or dress-down day. |
|  CHOIRS & MUSIC GROUPS Learn a Queen song, record a performance or collaborate. |  FUNDRAISING Raise funds for the Mercury Phoenix Trust and make a difference. |

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CELEBRATING TOGETHER. MAKING A DIFFERENCE.

World Queen Day encourages everyone to turn celebration into positive action by supporting the **Mercury Phoenix Trust**, the charity founded in Freddie Mercury's memory to support the global fight against HIV/AIDS.

Every donation helps continue their life-changing and life-changing work around the world.



 **YOUR SUPPORT CAN HELP CHANGE LIVES.**

 All donations should be made directly to the Mercury Phoenix Trust through their official donation channels.

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SHARE YOUR QUEEN STORY

HELP US BUILD A LIVING ARCHIVE

Queen's music has touched millions of lives. Your story could inspire someone, somewhere in the world.

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|--|---|---|--|
|  PHOTOS Share your favourite moments |  TICKETS & MEMORABILIA Share items from your Queen journey |  CONCERT MEMORIES Tell us about a show that meant the world |  CHOIR & MUSIC PROJECTS Share your choir, band or school performances |
|  PERSONAL STORIES How has Queen's music impacted you? |  VIDEOS Share clips of performances, events or celebrations |  COMMUNITY EVENTS Tell us about your local World Queen Day plans |  OTHER MEMORIES Anything Queen-related you'd like to share |

 **SEND YOUR STORIES TO:**
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Your story could inspire someone, somewhere in the world.

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JOIN THE CELEBRATION

On 2nd July, celebrate the music of Queen in your own way — bring people together, share memories, support a good cause, and help keep the legacy alive for future generations.

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|--|
|  DOWNLOAD RESOURCES Get the participation ideas, posters and activity guides. |
|  SHARE YOUR QUEEN STORY Help us build a living archive of memories and moments. |
|  SUPPORT THE MERCURY PHOENIX TRUST Make a donation and help change lives. |

FOLLOW WORLD QUEEN DAY

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THE WORLD QUEEN DAY CHARTER

These values guide everything we do. Together, we celebrate Queen's music and the impact it has on the world.

| | | |
|---|--|---|
|  CONNECTION We bring people together through the music we love. |  PARTICIPATION Everyone can take part in their own way. |  LEGACY We honour Freddie Mercury's spirit and Queen's enduring impact. |
|  STORYTELLING We share our stories to inspire and preserve memories. |  POSITIVE IMPACT We support good causes and make a difference together. |  COMMUNITY We celebrate diversity and the power of our global community. |
|  RESPECT We show respect for everyone and the music that unites us. |  GLOBAL INCLUSION Wherever you are, you are welcome to celebrate with us. | |

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