British music icon Yusuf/Cat Stevens and Jamacian musician Jesse Royal join stellar line-up of stars from entertainment, politics and culture uniting for #PeaceDay on the 21st September.

4 days to go until Peace One Day's groundbreaking, free-to-register digital event produced by Actor Jude Law and Jeremy Gilley.

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21 SEPTEMBER 2020
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17 SEPTEMBER, LONDON. Iconic British singer-songwriter **Yusuf/Cat Stevens,** and the internationally acclaimed **Jesse Royal** are the latest famous faces revealed to be contributing to Peace One Day's Live Global Digital Experience in 4 days time on the 21st September, the UN International Day of Peace. Produced by **Actor Jude Law** and **Jeremy Gilley**, the event will be broadcast live to every continent, connecting the most incredible and inspiring international speakers, actors and musicians for a full day of online digital experience to raise awareness of Peace Day, and ultimately spread the message of peace and non-violence throughout the world.

This is Yusuf/Cat Stevens's third contribution to Peace One Day; performing first at Royal Albert Hall in 2007, and again in O2 Arena in 2011. A passionate humanitarian, he has received two honorary doctorates for his work promoting peace, alongside several humanitarian awards. Which includes the "Man for Peace " prize in 2004 which he received at the opening of a Nobel Peace Prize laureate meeting.

The music of internationally acclaimed Jesse Royal from Kingston Jamaica carries a message of hope, strength, love and consciousness. He joins long standing #PeaceDay Ambassador **Annie Lennox OBE**, singer, songwriter and Activist, in the musical line up which also includes **Emeli Sandé, Felix Buxton** (Basement Jaxx) with the LCV and Citizens of the World Choirs and **Jack Savoretti**. Music has the unique power of transcending culture, language and background, and will powerfully unite the audience.

Last week it was announced that dedicated social activist, SDGs Advocate, and UNESCO Special Envoy for Peace and Reconciliation **Forest Whitaker**, will be performing a speech by Martin Luther King Jnr, and
TV presenter and radio broadcaster **Laura Whitmore** is taking part in this virtual event as a presenter, and Indian Actress and UN Environment Goodwill Ambassador & United Nations Secretary-General Advocate for Sustainable Development Goals, **Dia Mirza**, will be speaking in 'Words of Peace'. Game of Thrones' **Bella Ramsey** is also participating. Featuring on the Peace of Minds Panel, drawing on her experience as an Ambassador for Young Minds and Greenpeace.

Yusuf/Cat Stevens said: "This year will be remembered for many things. Through world disasters and trials we come closer and share the same feelings of pain and concern. We can turn that connection into positive action if we wanted. It has never been more vital for the world to come together on global issues.

I feel that Peacetrain rolling again with Peace One Day's Live Global Digital Experience. It is a chance to jump on board and support the vision of peace. Join me this #PeaceDay."

Jesse Royal said: "I am incredibly excited and happy to be a part of such a great cause. Peace in its many forms and dispersions is a necessary element for continuous social development. It is an environment that is prepared. An idea that is embraced. A blunt reality that is accepted. I am you and you are me."

Jude Law said: "Peace Day has always been something that is truly inspirational. Having been a Peace One Day Ambassador for over a decade, I've seen it grow, evolve, and really come into its own this year. Connecting people around the world and giving a moment to reflect on the peace that is so needed. At a time when the world has been turned upside down by the pandemic, never has it been more important to remind ourselves of the true value of community and creative solutions to the world's biggest problems. #Peace Day allows that moment of reflection and connection. And that's why together with Jeremy Gilley we are producing the Peace One Day Live Global Digital Experience on Peace Day, 21 September."

Jeremy Gilley, Founder of Peace One Day said: "The Peace One Day Live Global Digital Experience is the most ambitious project we have ever produced. We will be live-streaming 13-hours of inspiring content from every continent across the world, representing all key sectors and hearing from some of the world's greatest thinkers and performers. I'm incredibly excited by what this digital experience is set to achieve. I am also thrilled to be working so closely with the United Nations to raise awareness and commemorate their 75-years of exceptional work, and drawing close attention to Global Goals week. And of course, none of it would be possible without our wonderful sponsors Avon, Lipton and Microsoft and partners."

With only 10 years left to achieve the Sustainable Development Goals, the Peace One Day Live Global Digital Experience is united with the 100 national governments, cities, businesses, NGOs and others who are committed to halving global violence by 2030. The broadcast is designed to support the wider Peace One Day objectives of making 4 billion people fully aware of Peace day by 2025, providing Peace & Sustainability Education Resources to all 193 UN Member states and raising global awareness of Goal 16; Peace, Justice and Strong Institutions.

The Peace One Day Live Global Digital Experience 2020 is proudly sponsored by Avon, Lipton and Microsoft.

Register today for free, to unite with millions around the world for a day filled with hope, reflection and connection.

Visit: https://www.peaceoneday.org/Main/PeaceDayLive

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Avon boiler plate
Avon has been doing beauty differently for over 130 years. Avon is a company that connects people, using the power of beauty to transform lives for the better. Millions of independent sales Representatives across the world sell iconic Avon brands through their social networks, building their own beauty businesses on a full- or part-time basis. Avon stands for gender equality, and we believe in listening to women's needs, speaking out about issues that matter and creating positive change. Through Avon and the Avon Foundation we've donated over $1.1billion, with a focus on tackling gender violence and breast cancer. Avon is part of the Natura &Co Group. Learn more at www.avonworldwide.com.

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With more than 125 years of experience, Lipton is one of the world's great refreshment brands, with tea-based drinks including leaf tea, ready-to-drink iced tea and infusions. Our Lipton purpose is to awaken the world to quality connections every day. Fun facts, Lipton is the No1 Tea brand globally, and Lipton is the 2nd most consumed beverage brand globally! Lipton is driven by positivity and passion to bring the natural goodness of great-tasting teas and ice teas to as many people as possible. For more information, please visit www.Lipton.com.

Peace One Day Live Global Digital Experience 2020
The Peace One Day Live Global Digital Experience, produced by Jeremy Gilley and Jude Law, is designed to showcase activity globally, in the hope that 4 billion people will be exposed to the Peace Day message in just 24-hours. Ensuring that the entire global community has access to the message of peace and non-violence in the 75th year of the United Nations, this incredible digital experience is free to register and not to be missed. We are delighted to be collaborating with Pathfinders, SDG Action Campaign, Peace Innovation Lab at Stanford University, Bingham Centre for the Rule of Law and many other partners.

Peace One Day
Jeremy Gilley founded Peace One Day in 1999 to establish an annual Peace Day with a fixed calendar date and document the process. In 2001 Peace One Day's efforts were rewarded when the member states of the United Nations unanimously adopted the first ever annual day of global ceasefire and non- violence on 21 September – Peace Day. Peace One Day's overarching objective is to ensure that people are aware of the day and actively take part in peaceful activities.

Reports supported by McKinsey & Co. would indicate that over a billion people are now aware of the day, with an estimated 16 million people behaving more peacefully on the day as a result.

As well as leading a number of high profile Peace Day campaigns in sport, education, the environment, and within the corporate sector, Peace One Day has produced 14 major broadcast celebrations, including performances by Sir Elton John, Akon, Annie Lennox, Lenny Kravitz, Youssou N'Dour, Yusuf Islam, Peter Gabriel, Patti Smith, Bryan Adams, John Legend, Dave Stewart, Jimmy Cliff and many others.