

# ITV and STV to stage Concert for Ukraine

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## [Corporate](#)

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#### **Live two-hour spectacular to raise funds for humanitarian appeal**

Wednesday 16th March - ITV, STV and Livewire Pictures are to join forces with the Disasters Emergency Committee (DEC) and the media & entertainment group Global to stage a two hour fundraiser concert raising money for the humanitarian appeal in Ukraine on **Tuesday 29th March**.

Concert for Ukraine will bring together names from the world of music for a unique event spreading a message of hope and support, and most importantly, raising funds for the ongoing DEC Ukraine Humanitarian Appeal.

A line-up of presenters and artists, to be announced over the coming days, will take part in the live show, which will be broadcast across ITV, STV, ITV Hub and STV Player. The show is produced by Livewire Pictures. Global, the Media &

Entertainment Group, is joining as media partner, and Marks & Spencer will be headline sponsors for the broadcast.

Additionally, all sponsorship and advertising revenue generated from the broadcast of the event (primetime across both linear and simulcast), which is expected to raise over £3 million, will also be donated by ITV to the DEC appeal.

The broadcast will combine emotive music performances with short films recognising the ongoing relief efforts and the plight faced by people affected by the conflict in Ukraine. Viewers will be able to donate money to the cause throughout the evening.

ITV has a long history of supporting DEC appeals, most recently through an appeal for the Afghanistan Crisis in December 2021. Additionally, ITV has raised £60 million for Soccer Aid for UNICEF's global work since the show began, and regularly raises awareness of different charitable causes and organisations through daytime and regional news coverage.

Katie Rawcliffe, Head of Entertainment Commissioning at ITV, said "Music is a very powerful tool when it comes to showing support and solidarity, and at ITV we are proud and privileged to be working with Livewire Pictures, Global, M&S and the DEC on such an important and necessary fundraising event."

Bobby Hain, Managing Director of Broadcast at STV, said: "We've seen time and time again that the generosity of STV viewers knows no bounds. As the crisis in Ukraine continues to intensify at an alarming rate, this event will be an opportunity for our audiences to come together through the power of music, show our whole-hearted support for Ukraine, and help make a difference to those affected through the work of DEC charities."

Kelly Williams and Simon Daghish, Managing Director and Deputy Managing Director, ITV Commercial, said: "As we've witnessed the horrific events unfolding before our eyes we want to work with brands to show our industry's support and raise as much money as possible for the millions of people affected by this crisis. The industry has a generous spirit at its heart and now more than ever it is the time to come together and make a difference."

Guy Freeman, Managing Director of Livewire Pictures, said: "Such is the strength of feeling within our industry from people who just want to do whatever they can to help, we've been overwhelmed by their generosity and that of every company - all donating their time and services to make this event a reality, at very short notice."

Saleh Saeed, chief executive of the DEC, said: "It is heart-breaking to see the deepening crisis unfolding in Ukraine as more refugees cross the borders each day with nothing more than what they can carry. The situation for those inside the country is becoming increasingly precarious.

"But there is something we can all do to bring hope. Funds raised by this concert will make a real difference to those affected by the conflict, sending a strong message of love and enabling DEC charities to help now with urgent aid as well as helping to rebuild lives in the months and years ahead."

"We are grateful to ITV, Livewire Pictures, Global and M&S for their support to this appeal, our special thanks to ITV who have supported DEC with emergency appeals over many decades and just recently for Afghanistan."

James Rea, Global's Director of Broadcasting & Content said: "This important fundraising event will raise vital funds for DEC and Global is proud to be partnering with ITV, Livewire and DEC as we all try and do what we can for the people of Ukraine."

Stuart Machin, Chief Operating Officer at M&S said: "Watching this escalating humanitarian crisis, we all want to find a way to make a difference. At M&S, we are doing everything we can to help the people of Ukraine - whether that's through charity donations, sending urgent product supplies, launching customer giving in our stores or job opportunities for refugees. Our customers and colleagues have already been incredible in their response and by getting behind ITV's Concert for Ukraine, it gives us all another way to show our support and raise vital funds for those so urgently in need."

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Notes to Editors

About the DEC

The DEC brings together 15 leading UK aid charities at times of crisis overseas to raise funds quickly and efficiently. In these times of crisis, people in life-and-death situations need our help and our mission is to save, protect and rebuild lives through effective humanitarian response. The DEC's 15 member charities are: Action Against Hunger, ActionAid UK, Age International, British Red Cross, CAFOD, CARE International UK, Christian Aid, Concern Worldwide UK, International Rescue Committee UK, Islamic Relief Worldwide, Oxfam GB, Plan International UK, Save the Children UK, Tearfund and World Vision UK.

Thirteen of the DEC's 15 members are either responding or planning to respond in Ukraine or in neighbouring countries and will receive funds from this appeal. Some may work through trusted local partners. They are Action Against Hunger, ActionAid UK, Age International, British Red Cross, CAFOD, CARE International UK, Christian Aid, Concern Worldwide UK, International Rescue Committee UK, Oxfam GB, Plan International UK, Save the Children UK and World Vision UK.

How to donate:

Online: [dec.org.uk](http://dec.org.uk)

Phone: 0370 60 60 900

SMS: To donate £10 text 'CRISIS' to 70150. Texts cost £10 plus the standard network charge and the whole £10 goes to the DEC Ukraine Humanitarian Appeal. You must be 16 or over and please ask the bill payer's permission. For full terms and conditions and more information go to [www.dec.org.uk](http://www.dec.org.uk)

Or donate over the counter at any high street bank or post office or send a cheque by post to Post: DEC Ukraine Humanitarian Appeal, PO Box 999, London EC3A 3AA.

About ITV Social Purpose:

ITV entertains and connects with millions of people globally, reflecting and shaping culture with brilliant content and creativity. Reflecting and shaping the world we live in gives us a great opportunity to use our content to reach and inspire positive change in the wider world. This is ITV's Social Purpose - shaping culture for good. We do this across four focus areas: Better Mental and Physical Health, Diversity & Inclusion, Climate Action and Giving Back. For more information, please visit [itvplc.com/socialpurpose](http://itvplc.com/socialpurpose)

About Livewire Pictures:

Livewire Pictures are an independent production company, creating and producing TV shows, films and video content. The core creative team of Anouk Fontaine, Dave Webster, Tom Cuckson and MD Guy Freeman – along with many brilliant partners, freelance producers, directors, researchers, PDs and PM teams – have created and produced some of the biggest entertainment shows, live events and music programmes on British and international TV over the last 25 years, such as The BRIT Awards, Who Wants To Be A Millionaire?, The Queen's Diamond Jubilee Concert, Let It Shine, One Love Manchester, BBC Children In Need Rocks,

The Eurovision Song Contest and The Invictus Games.

About Global:

Global is one of the world's leading Media & Entertainment groups. It is Europe's largest radio company and one of the leading Outdoor companies in both the UK & Europe. Global is home to respected, national, market leading media brands including Capital, Heart, Classic FM, LBC, Global's Newsroom, Smooth, Radio X, Capital XTRA, Gold and Global Player, which allows listeners to enjoy all of Global's radio brands, award-winning podcasts, and expertly-curated playlists, in one place in app, on web and on smart speakers.

With an extensive and diverse portfolio, Global is also the leading Outdoor company in the UK & one of the largest in Europe with over 235,000 sites reaching 95% of the UK population.

On-air, on Global Player and with our outdoor platforms combined, Global reaches 51 million individuals across the UK every week, including 25.8 million on the radio alone.

Global created and operates DAX, the market leader in Digital audio advertising. Through its proprietary technology, DAX connects advertisers with an audience of more than 130 million people worldwide, inserting targeted advertising into music streaming services, connected radio listening and podcasts in the UK, Europe, the USA and Canada. DAX is the largest digital audio advertising platform in the UK and one of the largest in the world. The company headquarters is in London's iconic Leicester Square. Ashley Tabor-King OBE is Founder & Executive President, Stephen Miron is Group CEO, Lord Allen is Chairman and James Rea is Director of Broadcasting and Content. Ashley Tabor-King created Global in 2007.

[www.global.com](http://www.global.com) @global

About Marks & Spencer

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, we operate 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 78,000 colleagues across our stores, support centres, warehouses and supply chain serve around 30 million customers each year.

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