

**MEDIA RELEASE**

4<sup>th</sup> March 2021

**JCDecaux weaves some Mardi Gras magic for new-look parade**

Although the annual Sydney Gay and Lesbian Mardi Gras might look a little different this year, the event aims to be as characteristically fabulous as its previous iterations and in partnership with JCDecaux will be paying homage to its spiritual home of Oxford Street with a campaign designed to continue bringing the sparkle to Sydney.

Honouring the wonderfully glamorous wigs of drag queens known to adorn both footpath and float, JCDecaux's Creative Solutions team has created a large-scale special build installation – a giant rainbow wig – located on a panel in the parade's Oxford Street home. As an iconic feature of an even more iconic festival and parade, the hairpiece has been designed to recognise the significant impact that the event has for the LGBTQI+ community, maintaining the same sense of inclusiveness that the area has become known for.

The larger-than-life special build extends the creative out the top of the advertising panel and is just part of JCDecaux's celebration of the Mardi Gras festival, which also includes a dynamic digital campaign across its large-format screens, offering a daily countdown to the parade.

This year's Mardi Gras will be held at the Sydney Cricket Ground, with more than 5,000 Parade participants from more than 100 LGBTQI+ community groups set to perform to a stadium audience.

Sydney Gay and Lesbian Mardi Gras CEO, Albert Kruger, said: "While we can't hold our Parade on Oxford Street this year, JCDecaux are making sure our spiritual home of Oxford Street remains an exciting space to visit, especially around Taylor Square, completing our campaign with outrageous wigs and digital countdowns to Parade day. This valued partnership has allowed us to connect with LGBTQI+ people at a time when many of us have experienced feelings of isolation, which is so important for the community after the last 12 months."

JCDecaux Head of Creative Solutions, Ashley Taylor, said: "Mardi Gras is not just about the Parade – although it's certainly a wonderful part! It is about the recognition of the viewpoints, narratives and diversity of the LGBTQI+ community. As long-standing supporters of the event, we proudly welcome the ability for all to have their stories heard, and drive awareness of the depth and array of diversity within our communities through the humour of the wig.

"Sydney Gay and Lesbian Mardi Gras have done such an amazing job to create stunning artwork that captures the heart of the event. We're thrilled to yet again contribute to creating an air of excitement in

the city in the lead-up to the Parade through some dynamic digital executions, as well as add that show stopping moment for audiences to engage with.”

The 43<sup>rd</sup> Sydney Gay and Lesbian Mardi Gras will be held on March 6.

The wig installation will be located on a panel on Oxford Street, near Taylor Square, until March 7.

## ENDS

For more information, images or interviews, please contact:

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## About JCDecaux

JCDecaux is the number one out-of-home media company worldwide, with more than 1 million advertising panels in more than 80 countries and more than 13,000 employees. For FY19, JCDecaux reported revenue of approximately €3,890 million. Incorporated in 1964 in France, JCDecaux was listed on the Paris Stock Exchange in 2001. JCDecaux has been providing high quality, architecturally designed street furniture in Australia since 1997. Its Australian and New Zealand businesses include 40,000 assets spanning airports, rail, transit, static and digital billboards.

## Key Figures for JCDecaux

- 2020 revenue: €2,312m
- Present in 3,890 cities with more than 10,000 inhabitants
- A daily audience of more than 890 million people in more than 80 countries
- 13,210 employees
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1st Out-of-Home Media company to join the RE100 (committed to 100% renewable energy)
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is recognised for its extra-financial performance in the FTSE4Good, MSCI and CDP (Climate Change) rankings
- 1,061,630 advertising panels worldwide
- N°1 worldwide in street furniture (517,800 advertising panels)
- N°1 worldwide in transport advertising with more than 160 airports and 270 contracts in metros, buses, trains and tramways (379,970 advertising panels)

- N°1 in Europe for billboards (136,750 advertising panels)
- N°1 in outdoor advertising in Europe (636,620 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (260,700 advertising panels)
- N°1 in outdoor advertising in Latin America (69,490 advertising panels)
- N°1 in outdoor advertising in Africa (22,760 advertising panels)
- N°1 in outdoor advertising in the Middle East (15,510 advertising panels)