

QUEEN + PAUL RODGERS:
LET THE COSMOS ROCK

**Band's Historic AntiAids Concert set to Rock European Cinemas
On World Aids Day**

*"Paul, Brian and Roger
Thank you for being in the lives of millions of Ukrainians on that chilly
September day - You're the real Champions of the World"
Elena Franchuk & Victor Pinchuk
The Elena Franchuk ANTIAIDS Foundation*

That 'chilly' day was this past September 12 when Queen and Paul Rodgers went especially to Kharkov, Ukraine to play a one-off concert for the country's AntiAids campaigners, a concert that is now coming to cinemas around the world.

Joining with *The Elena Franchuk ANTIAIDS Foundation* Brian May, Roger Taylor and Paul Rodgers arrived in Kharkov "to make music" and to help make some noise for the message "Don't let AIDS ruin your life" in a country marked by the highest prevalence of HIV AIDS in Eastern Europe and Central Asia.

Playing a marathon two-and-a-half-hour free concert in Kharkov's Freedom Square – the second largest public square in Europe – the band drew a record audience of over 350,000. A further ten million people at home across the country joined the concert via the live TV broadcast of the show.

The magic of that extraordinary night in Freedom Square can be felt across Europe this coming World Aids Day, December 1 when a special high definition cinema version of the concert, *Let the Cosmos Rock - Queen + Paul Rodgers Live in Ukraine*, will play in over 100 specially selected cinemas in a unique one-night-only presentation. In the UK alone, the film will reach more than 40 screens.

Directed by award winning film-maker David Mallet, *Let the Cosmos Rock* captures in spectacular high definition and Cinema Surround Sound that historic night, which the band's Brian May describes as "an unforgettable experience...one of those rare things in life which you know you will never forget. A meeting in Music, but also a coming together to fight a common enemy..."

That common enemy May refers to, is of course, HIV AIDS, which claimed Queen lead singer Freddie Mercury in 1991 and against which Queen has staged its own on-going fight through its Mercury Phoenix Trust charity, and externally working with Nelson Mandela's 46664 Aids campaign which it has supported with three concert performances, most recently Mandela's Hyde Park 90th Birthday celebration.

"The big screen setting is an ideal medium in which to feel a sense of participation in the Kharkov event," says director David Mallet. "This was by far the biggest show of its kind ever staged. The equipment needed two Antonov 124 aircraft – the world's biggest cargo planes - to get it into the Ukraine, and it is almost impossible to imagine the scale of it once it was built. You would never get a sense of that on television or DVD, which is why it had to be made for the biggest of screens.

You could never otherwise experience that feeling of being in there among that crowd; think of it – this was four or five times bigger than your normal Hyde Park concert audience. ”

The performance is being digitally distributed into cinemas across Europe and Internationally by Arts Alliance Media, who are mastering and encoding all content into the highest quality 2K digital cinema format.

Let the Cosmos Rock, which takes its name from the newly released Queen + Paul Rodgers' first studio album together, is the band 'larger than live', with over 120 minutes of Queen - and Paul Rodgers' own greatest hits, plus a couple of tasters from their new joint work.

Queen and Paul Rodgers themselves will be absent from Europe around the time of the big screen presentations; by that time the band's tour which started in Moscow immediately after the Ukraine concert will have taken them to Latin America, where around this date the band will be back after 27 years in Brazil, having days before returned to rock Chile and Argentina.

The World Aids Day screenings will continue the education and awareness work of the of the Mercury Phoenix Trust and The Elena Franchuk ANTIAIDS Foundation

The unforgettable experience of that September 12 night is recalled by band's Roger Taylor and Paul Rodgers:

Roger Taylor: "We would like to say a big thank you to the people of the Ukraine in giving Queen such a wonderful welcome after so many years. We hope the concert helped to bring a message of awareness of the terrible threat of HIV/AIDS to all the people! We have suffered the great loss of our dear singer Freddie Mercury - we hope this kind of loss does not happen to you. Be kind to yourselves - be careful - be alive!"

And Paul Rodgers: "To all who came out and rocked with us thank you. We believe that our Aids Awareness message was received by 20 million! Hopefully we touched those hearts and minds and I pray that it makes a difference."

The concert will be screening in selected sites of the following cinemas. Please see websites for details and booking information.

UK - Vue (www.myvue.com); Empire Leicester Square (www.empirecinemas.co.uk)

Spain - Yelmo; CINESA (www.yelmocines.es; www.cinesa.es)

Germany - Cinemagnum; Cinecitta (www.cinemagnum.de; www.cinecitta.de)

Austria - Hollywood Megaplex (www.hollywood-megaplex.at) [screening in January]

Italy - UCI Italia (www.ucicinemas.it)

Netherlands - Pathe (www.pathe.nl)

Norway – DK Bio [screening in January]

South Africa - Ster Kinekor (www.sterkinekor.com)

Brazil – MovieMobz (www.moviemobz.com) [screening in January]

Editor's Notes:

The Ukraine and HIV AIDS:

Over the last few years Ukraine has continuously been the country with the highest rate of HIV prevalence in Eastern Europe and Central Asia. According to recent national estimates the HIV prevalence rate is 1.63%¹ among the adult population (age 15-49) which corresponds with a figure of 440,000 HIV-infected. Official data of new registered cases shows an annual increase in new cases of 10 % compared to previous years. Every day 52 people are diagnosed with HIV, 8 people dies of AIDS in Ukraine.

The country also has reported the highest HIV prevalence in Europe (0.52%) among pregnant women, and a continuous increase of AIDS-related mortality (from 4.6 per 100,000 in 2005 to 5.4 per 100,000 in 2007) proof that efforts made to date were not enough.
