




KNOCKOUT LTD. IN ASSOCIATION
WITH BBC TV PRESENTS
AN EVENT IN AID OF CHARITY
THE GRAND

 **KNOCKOUT**
TOURNAMENT
MONDAY 15th JUNE 1987

Alton Towers

Design and print courtesy of Ogilvy & Mather Direct



WELCOME

TO THE GRAND KNOCKOUT TOURNAMENT



As you will soon discover there is a great deal more to this event than one might imagine at first. Apart from the historical context of the Tournament, there is the sheer logistical problem of trying to re-create it let alone assemble the calibre of team-members who have agreed to support this venture in such a whole-hearted fashion. This brochure will hopefully introduce you to the atmosphere of the Tournament and help you to feel part of it.

The charities who have co-operated to produce this superb spectacle are obviously the winners in the long run. They have all been chosen on their international merit and spirit of good intention, useful qualities when considering the generosity of those who have agreed to come and take part in this tournament and face games of a sort they have never seen before or likely to ever again.

I hope more than anything, along with everybody else who has helped to put this event together, that you the audience enjoy yourselves. After all this event is a piece of fun, all done in a spirit of good nature and well-being, it is intended as a breath of fresh air in what is otherwise a pretty serious and sometimes depressing world. So let's all cheer up. Try and forget your worries and what's going on in the rest of the world. Instead, join Lord and Lady Knock, have a bit of fun, a good laugh and see who will be the greatest knockout!



Edward



Far Left: The new Skyride at Alton Towers.

Left: HRH viewing costume designs at BBC North West.



is often suggested that fact is stranger than fiction and this event is no exception. Four hundred years ago to the day Lord Knock of Polvere held a magnificent Tournament which was unlike anything that had ever happen-

ed before. Queen Elizabeth I appointed four Royal knights to support four noble and worthy causes that didn't involve any political or personal intrigue, that led to no division nor caused any jealousy. These four knights selected champions from the four corners of the kingdom to compete in tests of skill and strength like nothing they had ever faced before.

Now, four hundred years later this great event is going to be re-enacted. Under the stewardship of Lord Knock of Alton, four Royal knights have taken up the challenge, nominated their noble and worthy causes and have called upon champions from far and wide to support them. The story of just how this all came about is almost as unbelievable as the account above.

It should be noted first and foremost that the four 'noble and worthy causes' play more than a mere beneficial role in all this. It was the Duke of Edinburgh Award Scheme's International Project which set the ball in motion of organising a high profile event that could potentially raise huge sums of money and most importantly – be great fun. A committee of enormously helpful volunteers was put together and an office for the Knockout production team was generously donated by Price Waterhouse.

Through the World Wildlife Fund's business department, Knockout sought sponsorship for the games, which along with the sale of the TV rights overseas, this brochure, associated merchandise and tickets has generated the majority of the funds for the charities involved. The Graphics (notably our crest) for Knockout and the design and production of the tournament merchandise were generously undertaken by Dewynters. Save the Children took on the task of co-ordinating sales of merchandise and the brochure which was designed and produced entirely by Ogilvy & Mather Direct.

Perhaps appropriately the International Year of Shelter for the Homeless has been responsible for organising all the travel and accommodation for our



HRH viewing plans for the Set at Alton Towers.

mighty champions who have had to cover vast distances, face all sorts of dangers, suffer all manner of deprivations and now take part in this Tournament. How brave they are! Equally brave and resourceful, but in different ways, have been Charity Projects (keeping a watchful eye on things through a well-worn crystal ball), Harbottle and Lewis (proving once again that the pen is mightier than the sword – just!) and Good Relations (whose suit of armour has remained remarkably unbattered throughout the fray).

The atmosphere of the

original tournament has been recreated, thanks to the BBC, through a lavish set and costumes. The exact details of the games have been lost in the mists of time, but with the help of historians, archaeologists and mediums we feel that most of the games designed and built for this Tournament, (also by the BBC), could well have been played in days gone by. There are nine in all which involve tests of skill, feats of strength, fleet of foot, swift of eye and echoes of romance, suspense and of course chivalry. It all builds to the climax of the great joust, but as of like you've never seen before.

Alton Towers provides a wonderful setting for this whole Tournament: deep in the heart of Britain, a lovely greensward beside a lake overlooked by an Elizabethan mansion. Sit back now and enjoy this quite remarkable event as we take you back to the year 1587, back to the days when real gentlemen were gallant knights and pretty damsels were forever in distress. Revel in this great spectacle all in the spirit of fun and if we provide a pleasant distraction from all your troubles and woes then we have achieved our primary aim, just like Lord Knock of Polvere intended and our own Lord Knock of Alton has decreed:

"Let all who come with honesty say, Aye, 'twas truly a merrie and mediaeval day."



Alton Towers – The Street.

THANK YOU...

KNOCKOUT LIMITED WOULD ALSO LIKE TO THANK THE FOLLOWING FOR THEIR INVALUABLE SUPPORT:

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BBC NORTH WEST
THE GRAND KNOCKOUT TOURNAMENT FOR TELEVISION
BBC 1 FRIDAY JUNE 19.



LORD KNOCK
Rowan Atkinson

It was 1987 and Lord Knock of Alton, illustrious descendant of the Lord Knock of Polvere – that well known host of tournaments – had an idea.

“We’ll have a tournament, just like my great, great uncle Polvere?”

So with royal assent, and no more ado, Lord Knock called on the noble Baron Paul Merlin Daniels, a regular wizard at tournaments and things. With one wave of his wand, the court magician called up the jolliest Dukes in this fair land – namely the Dukes of Abercorn, Gloucester, Roxburghe and Westminster. They were to be

the judges of the teams of champions drawn from the four corners of the Kingdom.

To see fair play (and make sure no unseemly fighting broke out among the populace), Lord Knock of Alton then appointed a Custodian of the Scoreboard, professor of numbers, Geoff Capes. Aled Jones, a boy of silver voice, was summoned to be Herald and three worthy citizens – Stuart Hall, Su Pollard and Les Dawson – were designated Marathon presenters.

All we need now, Lord Knock said to himself, is some olde English weather.

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ASDA

PRINCE EDWARD'S TEAM



*'True, a new mistress now
I chase, The first foe in the
field; And with a stronger
faith embrace a sword,
a horse, a shield.'*

*To Lucasta,
Going To The Wars
Richard Lovelace*





JOHN CLEESE

Comic actor/writer John Cleese was closely associated with the satirical TV programmes of the early '70s before the resounding success of "Fooly Towers". He also appears in many humorous commercials and has co-written a book - "Families - How to survive them"



STEVE CRAM

Current world record holder at 1 mile and 2,000 metres, ace runner Steve Cram lives in the north-east, where he is a member of the Jarrow & Hebburn Athletic Club. The nephew of a former WBA footballer, he is a "mad Sunderland fan"



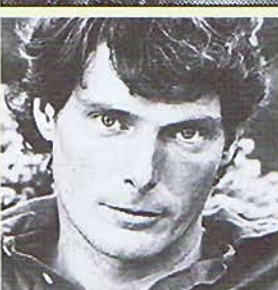
EDDY GRANT

Since his amazing single, "I don't Wanna Dance", which was no. 1 in the British charts for three weeks, Eddy Grant has been an enduring reggae star. His distinctive style has always cut across barriers of age, race and creed



SARAH HARDCASTLE

Having started to swim at the tender age of 6 months, Sarah Hardcastle became the youngest swimmer in the '82 Commonwealth Games for 25 years. Having achieved her targets, including a World Championships double gold, she has retired from competitive swimming.



KIRI TE KANAWA

Already an international opera star, Dame Kiri Te Kanawa reached a wider British audience when she sang at the wedding of the Prince and Princess of Wales. She has recently won a gold disc for her record "Blue Skies", and has given several fund-raising concerts to launch an opera house in her native New Zealand.



THE CRUSADER KNIGHT:

This knight is fearless, bold and strong. As forth he rides to right the wrong. For chivalry he'll strike a blow. (At least until he meets the foe!)



THE WHITE KNIGHT:

One knight there was with armour bright, Was asked why he was decked in white. "I just don't want", he answered back, "To be confused with Green or Black"



BARRY MCGUIGAN

Nicknamed the Clones Cyclone after his spectacular early career as an amateur featherweight champion, boxer Barry McGuigan has since become an Ulster folk hero. He has a second driving ambition - to be an international class rally driver.

CHRISTOPHER REEVE

Has built up a diverse repertoire of performances, from the title role in the "Superman" movies to Vronsky in TV's "Anna Karenina". A keen yachtsman, he can quite often be found aboard his 40-foot sloop "Chandelle"

TESSA SANDERSON

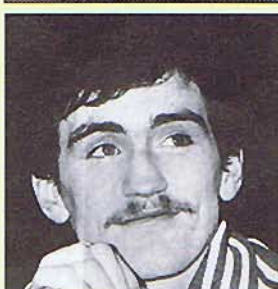
Tessa Sanderson, Olympic and Commonwealth javelin gold medalist, has appeared on the quiz show "Blankety Blank" and is involved in promotional work with young children. She is also hoping to compete in the '87 World Championships heptathlon event.

THE FAITHFUL SERF

The honest, faithful, toiling serf, Works hard for few rewards on earth. To serve his master is his task. Job satisfaction? Best not ask!

TOYAH WILLCOX

Both rock star and talented actress, Toyah Willcox's successes have included a platinum LP - "Anthem" - and a starring role alongside Lord Olivier in Granada's "The Ebony Tower." Her part in the Mermaid's "Trafford Tanzi" also called on her wrestling talents.



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WITH US**



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INTERNATIONAL PROJECT 1987

THE DUKE OF EDINBURGH'S AWARD SCHEME

In 1956 HRH The Prince Philip started a scheme to give young people a chance to learn and enjoy activities which could help to prepare them for adult life. Since then, millions have benefited from the scheme, which has developed into a worldwide organisation operating in more than 40 countries.

The Duke of Edinburgh's Award is open to anyone

between the ages of 14 and 25, and there are three different Awards to be achieved – Bronze, Silver and Gold. To gain an Award, participants must complete four sections involving physical achievement, service to the community, personal skills and an expedition.

Each section of the Award Scheme is designed to develop a

young person's self-confidence and sense of responsibility. But an important aim is to show how life can be enjoyed to the full whilst helping others. A huge range of different activities is available, enabling the scheme to extend across many social and international borders – helping people to help themselves and their communities around the world.

INTERNATIONAL PROJECT 1987

In October 1985 HRH The Prince Edward started a project in celebration of the 30th Anniversary of the Duke of Edinburgh's Award Scheme. The aims of the project were to raise essential funds and to increase people's awareness of the scheme – especially in new areas. By the end of 1986 over £500,000 had been raised.

In 1987 Prince Edward's Project has retained those same aims of raising funds and awareness, but attention has been turned to helping the

Award Scheme to develop in countries throughout the world. Many African, Asian and Caribbean nations have adopted the Scheme – and with the help of funds from this year's project, those countries will be able to bring the benefits of the Scheme to many more of their young people. The project is also turning its attention to promoting the Scheme in inner city areas of Britain, where – more than ever – young people must be given the chance to develop new skills and interests.



Patricia, Marcia and Shirley, John and Massimo, students at Brampton Manor School in Hackney – have chosen music as their Skill for their Silver Award. As well as playing in a group, Shirley, Marcia and Patricia play at their local disco, while John and Massimo play with a local Wind Band.

DUKE OF YORK'S TEAM



*'Up and spak an eldern knicht,
Sat at the king's right knee:
This prince is the best sailor
That sails upon the sea.'*

*Sir Patrick Spence
Anon*





IAN CHARLESON

The first 2 years of Ian Charleson's acting career were spent at The Young Vic, where one of his many roles was the Good Angel in "Medieval Plays". Since then he has performed in countless RSC productions and TV plays. Chariots of Fire and Gandhi are perhaps his best known film credits.



FIONA FULLERTON

Since her debut at 11, and instant stardom as the definitive "Alice", Fiona Fullerton has played roles as diverse as Gypsy Rose Lee and Guinevere in "Camelot". See her later this year in LWT's black comedy "The Charmer".



THE GOOD FRIAR

This godly man was much revered, Though many of his hearers feared, To shout their sins into his ear (The poor old boy could hardly hear).



GEORGE LAZENBY

Australian leading man George Lazenby has made one very big jump in his time - from TV commercials to a star role as James Bond in "On her Majesty's Secret Service". His TV credits include "Cover Girls" and "Evening in Byzantium".



GARY LINEKER

Now a member of Barcelona Club, at a joining fee of £2.75 million, Gary Lineker scored 7 goals for England this season. In the 1986 World Cup he was the top scorer, making 6 goals. Gary comes from Leicester, which was his first club.



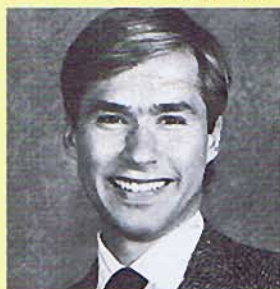
NIGEL MANSELL

Popular choice as BBC TV Sports Personality of '86 following his first Grand Prix win, Nigel Mansell is one of the world's top drivers. When not behind the wheel, he likes to play golf (handicap 5) and pilot his own helicopter.



MICHAEL PALIN

A long-term member of the Monty Python team, actor/writer Michael Palin (not known as Pallin!) played the lead in the film "A Private Function" and wrote and appeared in "The Missionary". He has also written several children's books and is mad about trains.



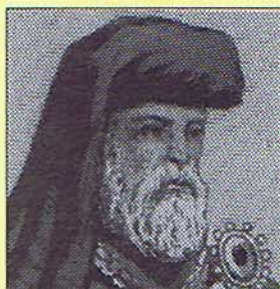
STEVE PODBORSKI

Since his first World Cup win and Olympic medal in the '79/'80 season, Canadian-born Steve Podborski has been truly something special on skis. When not on parallel lines, he has been known to cycle, windsurf and become something of a "computer hack".



ANNEKA RICE

Best known as Skyrunner in "Treasure Hunt", Anneka is used to braving all sorts of stunts at a moment's notice. Also roving reporter for "Wish You Were Here", she has an extra large passport - stamped Seychelles, Australia, China, Botswana...



THE LEARNED SCHOLAR

Immersed in books, all thick with dust, He contemplates a marble bust. He ponders, then picks up the phone. And hopes his girlfriend's on her own.



THE WISE SCRIBE

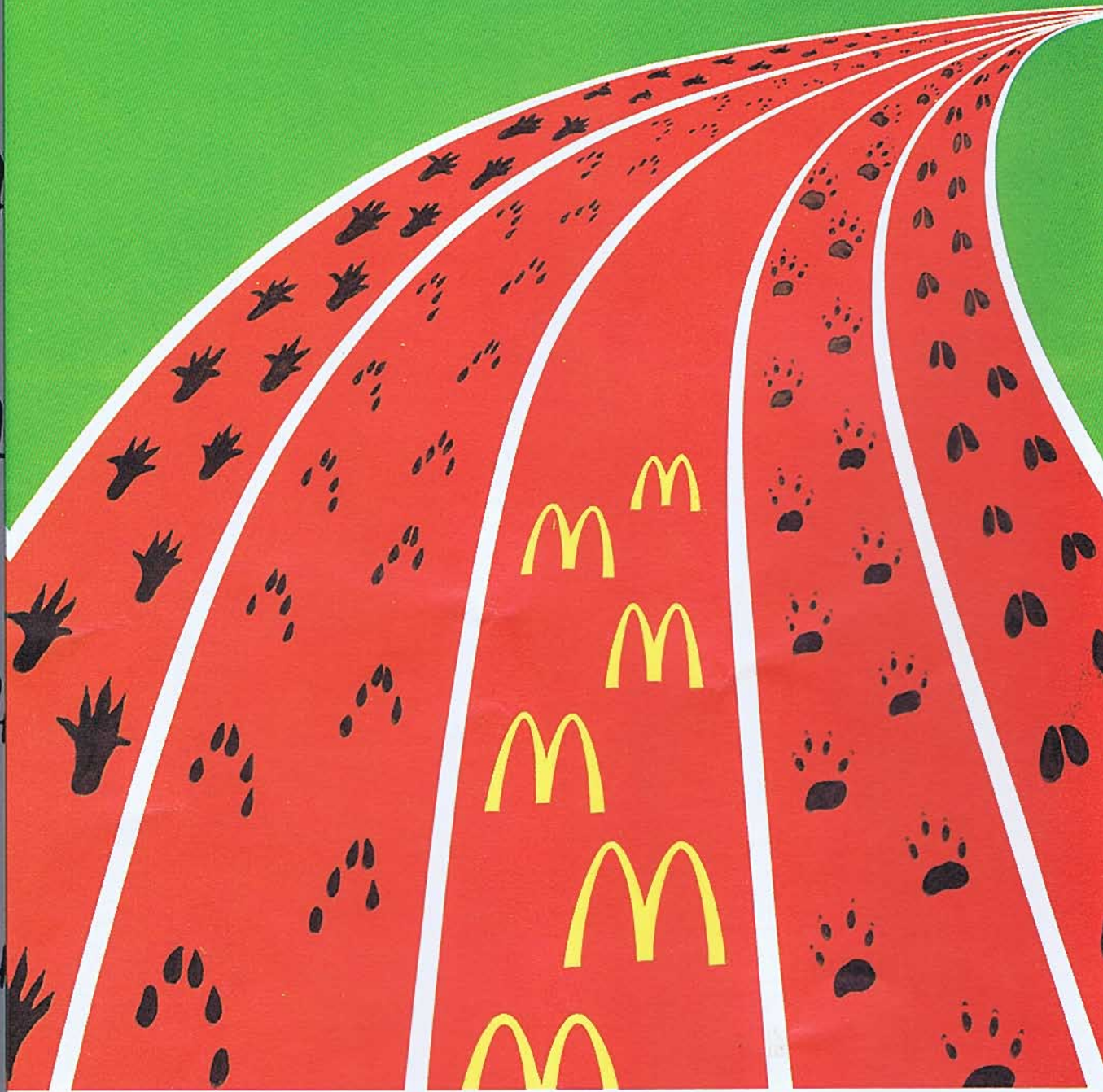
With parchment stretched and sharpened quill, He writes "The Triumph of the Will." His private thoughts are more surprising: How much he'd make in advertising?



JOHN TRAVOLTA

John Travolta, long-jimbed, all-American dancing star, shot to fame in the late '70s with "Saturday Night Fever" and "Grease". Other successes include "Moment by Moment", "Urban Cowboy" and "Staying Alive".

We're right behind you.



McDonald's in support of the World Wildlife Fund.
The Duke of Edinburgh's Award International Project '87.
Save the Children Fund. International Year of Shelter for the Homeless.





WORLD WILDLIFE FUND

World Wildlife Fund (WWF) is an international organisation, with its headquarters in Switzerland, which was established in 1961 to raise money for the conservation of natural resources and wildlife.

It is the world's largest voluntary conservation organisation, with 25 branches worldwide. Since its foundation WWF has spent nearly £45 million on more than 7,000 projects in over 135 countries. WWF's work includes: supporting scientific studies of endangered species and their ecology; providing equipment for research, management, and the control of poaching; financing the establishment of reserves and national parks; conservation education and training, international conservation treaties, and influencing decision makers.

One of WWF's top priority projects concerns the protection of the subject of its famous symbol – the giant panda. Wild pandas will become extinct in the next century unless im-

mediate steps are taken to protect crucial habitat in China. Only an estimated 1,000 of the black and white bear-like animals remain, all confined to the bamboo forests of south-western China. The forests in which the giant panda is found are important for regulating and ensuring the water supply to the arable areas in the plains below.

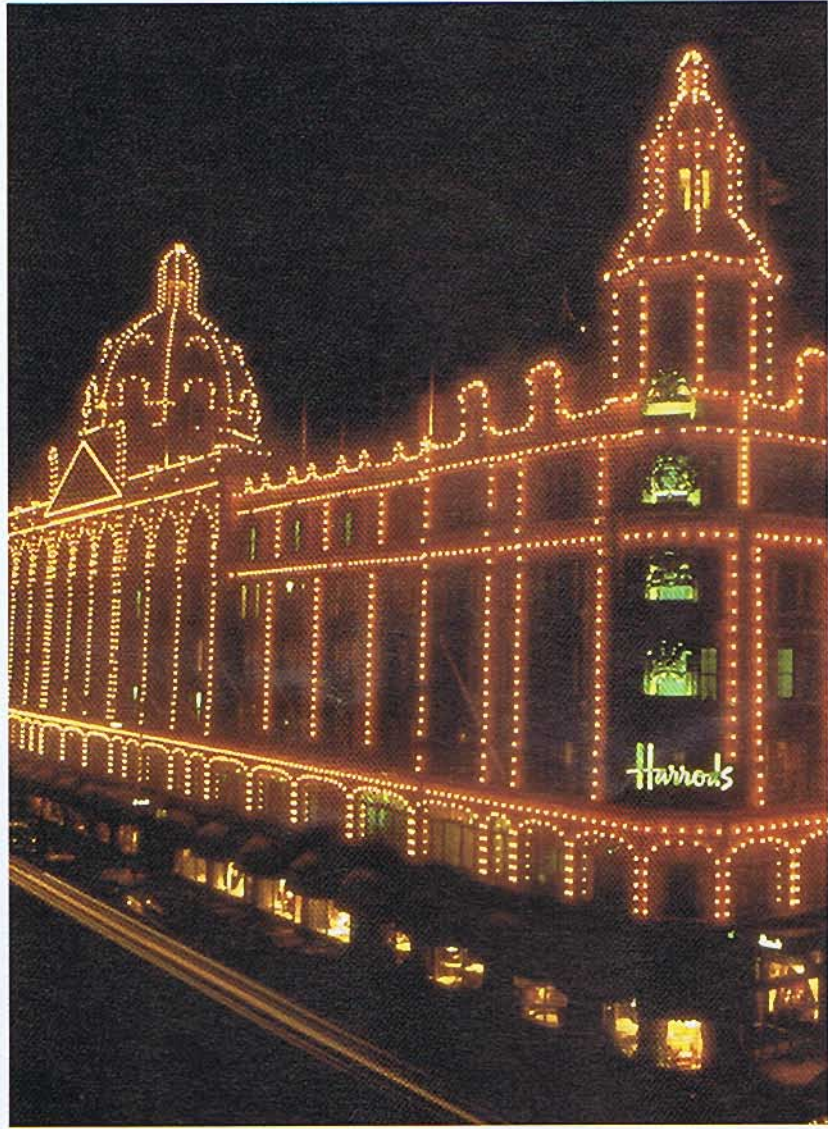
The main threat to the survival of the panda is forest clearance for agriculture, in conjunction with the flowering of bamboo, which comprises nearly 100% of its diet. At regular intervals the bamboo plants flower over large areas and die, and during this time, the pandas have to move to other areas where the bamboo has not flowered. This is not always possible due to expanding human population and development and the animals are in danger of starving to death.

WWF is collaborating with Chinese scientists to find out more about the panda and its

habits. Together they are undertaking essential scientific research, including radio-collaring pandas for monitoring purposes, developing management plans for the 12 panda reserves and eventually re-introducing captive bred pandas into the wild. Funds are urgently required to continue this and other vital work in which WWF is currently involved.



(Photo: Behran Kapadia)



Harrods
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THE GRAND KNOCKOUT TOURNAMENT

From 2.30pm Pre-tournament entertainment from The Würzels and Cantabile

3.50pm Stuart Hall introduces BBC tv team

4.00pm THE GRAND KNOCKOUT TOURNAMENT

GAME 1 Call Out The Guard

THE ASDAMARATHON: The Jester - Heat 1

GAME 2 The Ghost of Alton Towers

GAME 3 McDonald's Restaurants Knock A Knight

THE ASDAMARATHON: The Jester - Heat 2

GAME 4 Canada Life Assurance Lovers
Mid-Match Summary: Stuart Hall talks to Team Captains

GAME 5 Harrods King of the Castle

THE ASDAMARATHON: The Jester - Heat 3

GAME 6 The Britannia Building Society Cooks

The Story So Far: Cantabile with a vocal summary

GAME 7 The Uninvited Guest

THE ASDAMARATHON: The Jester - Heat 4

GAME 8 The Joust

PRESENTATION OF THE TROPHY BY LORD KNOCK

This "truly merrie and mediaeval day" is built upon the kind of magic ingredient which has distinguished the BBC's famous series "It's a Knockout" since the days of the first programme. (Days so long lost in the mists of time that no-one, not even that early stalwart of the programme, Baron David Von Vine nor the redoubtable Bard, Stuart Hall - amazingly, still playing today - can remember them clearly.)

As a result, many legends have built up around the series. One of these relates to what has, on occasion, been chronicled (wrongly) *Ye Firste Programme*. A celebrity contest of mightie skillles based upon a game vaguely related to five-a-syde football, carried out under hazardous conditions on wind-swept Morecambe Sands. The Production team who had devised costumes of such a fiendish nature that kicking the ball was almost a physical impossibility could not have predicted the amazing finale. Well before the game was won or lost, the waves - for lack of King Canute? - advanced at such a rate that even the camera crews well-known for their agility on such occasions, could

not escape.

Gallantry and chivalry won the day and many heroic acts were witnessed, of such dimensions that they have since passed into the folklore of the series and set an (almost) unbeatable standard for subsequent Games. Of particular merit was an outstanding performance from Knight Eddie Waring - he of the thrilling if incomprehensible rugby commentary - who manfully kept his head above water to tell the viewers about the thrilling contest now being fought about a foot below the surface of the waves.

Nobody drowned and public acclaim was voiced throughout the land. (Though there were one or two doubting Thomases who thought the series should be renamed "It's a Wash-out" and had to be summarily banished to Other Channels).

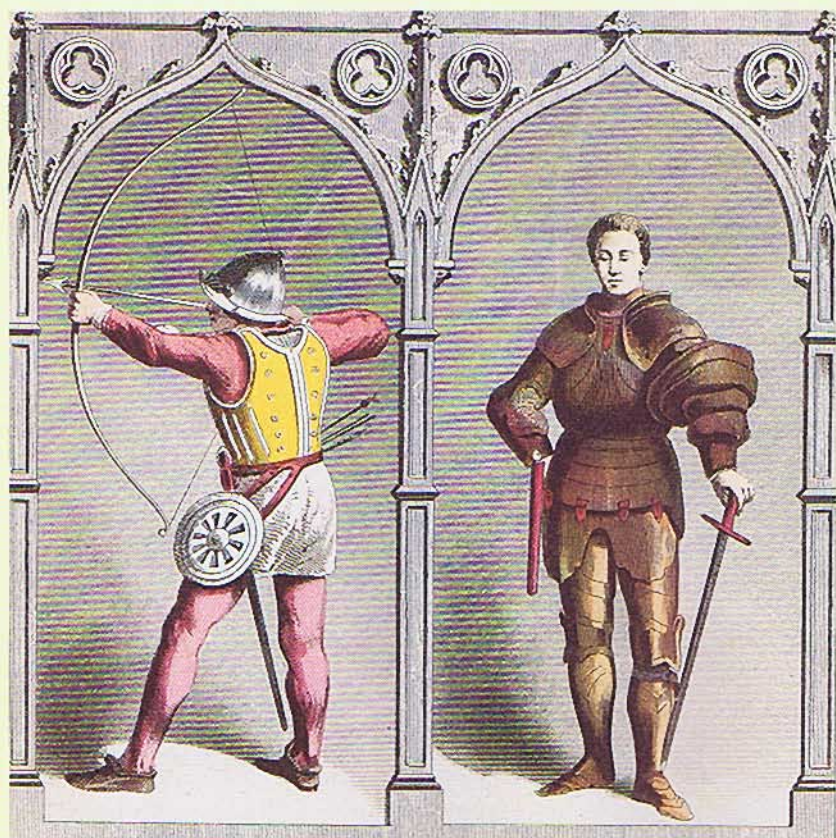
Pretty soon along the centuries, word of these and other monstrous knock-out feats spread throughout Europe and many more countries wanted the right to join in the Games.

An international incident was narrowly avoided through a peaceful treaty signed by the BBC with France,

Italy, Belgium, Switzerland and West Germany. Under the terms of this, the French speakers were particularly favoured since the series was retitled *Jeux sans Frontieres* whilst the finals of the individual heats were staged in Paris.

The foreign dimension introduced by our continental cousins undoubtedly added an extra element of fantasy and fun. National themes for teams according to country of origin resulted in an amazing variety of local ingredient ranging from German pretzels and sausages to French wine and onions: Swiss cheeses to Belgian waffles and contestants clad in traditional local costume from across the ages.

This then is the backdrop of today's extraordinary Event. The culmination of an epoch of international revelry and rivalry fantasy and fun which will take place on Alton Tower's greensward in the presence of Lord and Lady Knock and many other English nobles. You are cordially invited to join the merry throng of revellers at 2pm for an afternoon of hectic games - details of these and a preliminary canter through four heats of the Marathon are given on the next page.



THE GAMES

Magnificent fairytale castles, huge galleons and Merrie England settings are essential props for the nine trials of strength between our competing teams. Add to these cumbersome mediaeval garb, carefully designed to trip the neatest and fleetest foot, and we have the makings of an afternoon's amusement such as never before witnessed in the annals of "It's a Knockout!"

CALL OUT THE GUARD

Castles and cannons combine to test the ingenuity and

strength of the contestants in a game that's certain to end with a bang.

Each team has four men. As the castle is being attacked, three men race from the castle to wheel their cannon into position using a large capstan.

The fourth man runs down the course to attach a rope to the cannon. The other three contestants must, in turn jump over the rope (set about three feet high) on each revolution – this is especially difficult since they're wearing costumes which positively hinder their progress.

When the cannon is in position, it is fired by the fourth man to end their game. The first team to complete all the tasks correctly and then fire the cannon is the winner.

THE ASDA MARATHON

The highlight of the Tournament, the marathon, is played in four heats. This is when all the competitors' stamina, energy and determination is tested to the hilt before the delighted gaze of Lord and Lady Knock and the assembled throng. Designer and Games Deviser, Stuart Furber has drawn upon sixteen years' experience of teasing and tantalising Knockout teams to prepare all the games this afternoon, culminating in the Marathon.

In this great game, Jesters have to cross the pool by means of a revolving pole or drum, watched by feasting guests including those from an opposing team. They have to try and dislodge each Jester by throwing leftovers from their banqueting table – legs of lamb, ham and flagons of ale.

To score a run, a Jester must cross the entire width of the pool and he gets a bonus run if he catches one of the flying missiles without falling in. The team with the highest number of runs wins.

THE GHOST OF ALTON TOWERS

Ghosts, gobbledegooks and things that go bump in the night often star in It's a Knockout. The model for this game was first tried and tested with hilarious results in *Jeux sans Frontieres* in 1974. If possible, it has improved with time.

There are two heats in this game, each featuring two teams – one male and one female. The male team member dresses as a large ghost and like all good ghosts carries his head under his arm. He appears from

within the castle intent on catching the unsuspecting maiden who gaily hops along the castle path trying to collect as many flowers as she can.

The winning team is the one which has collected the most flowers correctly. If more than one team collects all the flowers, the team which did so in the shortest time is the winner.

MCDONALD'S RESTAURANTS KNOCK A KNIGHT

This old favourite from the Knockout series features a Knight, a maid, some attacking soldiers and a huge ball and chain. All the knight has to do is knock over the soldiers with the ball and chain, helped by the damsel. But, of course, there is a series of catches, cunningly devised to make things as difficult as possible. The Knight has to wear a handsome mediaeval mask – which acts as a very effective blindfold. Whilst his helper the maid can help him by shouting instructions, she has to remember that because she is facing him, her left hand is his right and vice-versa. It all adds to the fun.

CANADA LIFE ASSURANCE LOVERS

There's romance in the air – and danger underfoot – in this Romeo and Juliet affair involving a boy, a girl, a rose, a vine and a pool.

There are two heats, each with two teams comprising one boy, one girl. The action takes place on the castle set at the top of the arena, and the boys must climb the vines hanging from the balcony to reach their lovers and hand over a rose. But the only way the vine can be reached is by crossing a pool in which are floating a number of stepping stones.

Once they have handed over the rose, the boy picks up the girl and they climb down the vine to cross the pool to the finish line.

The winning team is the one which successfully completes all the tasks in the shortest time.

But if Romeo or Juliet fall off the stepping stones into the pool, they have to go back to the beginning and start all over again.

HARRODS KING OF THE CASTLE

There can only be one King but there are eight contestants for the throne. Each dressed in a costume that is much larger than life: A series of set-piece battles with all eight would-be pretenders to the Throne competing to be the first through a small – *very* small – gap in the castle walls eliminating the two slowest every time. Watch carefully, this could be a case of the weakest *not* going to the wall.

THE BRITANNIA BUILDING SOCIETY COOKS

There seems little likelihood of this soup ever coming to the boil since the main ingredients; a carrot, an onion and a leek have first to be caught. There are, of course, team members heavily disguised by their massive costumes on the run from the opposing team, the cooks, who not only have to catch them but also put them on a plate and in the pot.

THE UNINVITED GUEST

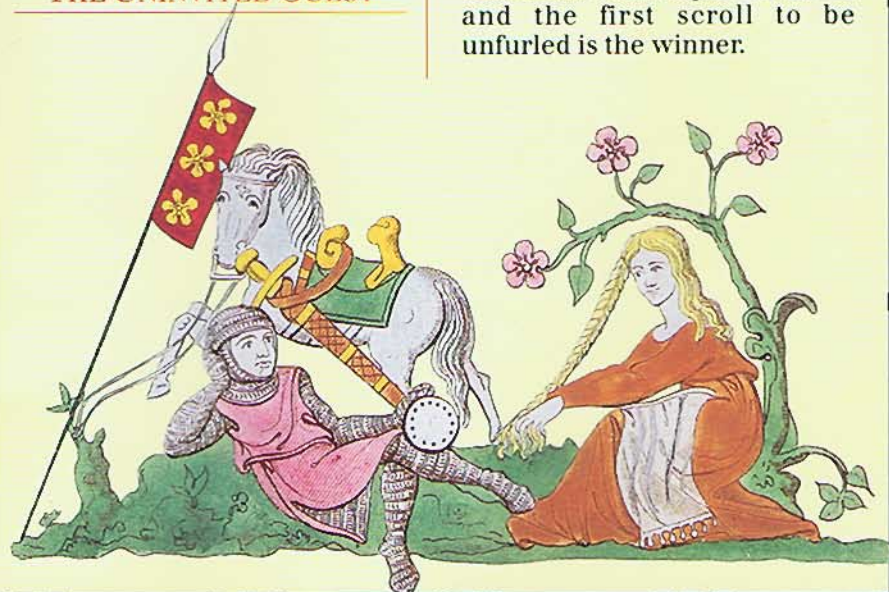
It would appear that too much strong mead and merry-making have taken their toll when the castle floor begins to move under the feet of one of the guests. His misery is not, in fact, of his own making. In true Knockout tradition – nothing is quite what it seems and the blame lies with the opposing team. As fast as the so-called “drunk” attempts to reach the sanctuary of the room and the other side of terra firma so his opponents try to trick him by sliding away sections of the stage. Winners are the team whose hero gets to sanctuary in the shortest time.

THE JOUST

A tournament wouldn't be complete without a joust and this one has all you could possibly ask for: knights in armour, damsels in distress, combat on horseback, even some mediaeval scrolls. One boy from each team plays the role of a Knight and two team-mates operate his horse which is mounted on a drum with an off-centre axle.

The Knight has to knock over a series of targets with his lance – no easy task – on his way down the hill to the castle, his horse pushed by his team-mates.

Back at the castle, the knight hands his team captain a scroll and the first scroll to be unfurled is the winner.





For 1,000 years the pelican has been a symbol of protection.
Now it could use some protection itself.

The pelican feeding its young has been a symbol of family protection since medieval times. That's why the founders of Canada Life chose it for their corporate symbol in 1847.

Now Canada's white pelican is fighting for survival. Human disturbance of nesting areas has caused a steady decline in new births. As a result the white pelican has been added to the list of threatened Canadian wildlife.

Canada Life is taking steps to reverse this trend. The Canada Life White Pelican Conservation Programme, a two-year project with World Wildlife Fund, will survey nesting areas, fund a public awareness film, and study ways to increase the population.

Providing protection is nothing new to Canada Life—in fact it's a tradition of which we are proud. Every service we offer is aimed at securing the future. Our personal friendly approach has benefited many generations of policy holders in North America, the United Kingdom and Ireland.

Our wildlife conservation programmes are a natural extension of our activities and we are delighted to announce our support for the education work of World Wildlife Fund UK.

The Canada Life Assurance Company, Canada Life House, Potters Bar, Hertfordshire EN6 5BA.



Canada Life
your friend for life





**INTERNATIONAL
PROJECT 1987**

Award youngsters from St. Paul's district in Bristol helping to renovate a barge for use by disabled children as part of the Service Section of their Award. These participants are just three of some 250,000 young people worldwide who are involved in the Award Scheme challenge each year.

(Photo: Community Building Project, Avon.)

**THE PROCEEDS FROM
IT'S A GRAND KNOCKOUT WILL BENEFIT THESE
FOUR CHARITIES**



Man's destruction of the world's rainforests is probably the most urgent conservation problem facing mankind. Tropical rainforests are vitally important for the millions of species of plant and animal that inhabit them, for raw materials, drugs and for food, fuelwood and building materials for the millions who live in or near them. WWF plays an essential role in initiating, funding and undertaking work to save these natural treasure troves.

(Photo: Michael Freeman)



**Save the
Children**

Clean, running water means better health for these young Peruvians. Save the Children is working in more than 50 countries to help provide the food, health care and education that should be every child's birthright. UK projects are centred in our inner cities to give a fairer start in life to children suffering the effects of poverty, high unemployment and poor housing.

(Photo: Caroline Penn)



A decent home and environment is the cornerstone of hope and opportunity for the world's citizens. The United Nations have dedicated 1987 as the International Year of Shelter for the Homeless. IYSH Trust has a carefully selected list of practical projects aimed at meeting some of these needs.

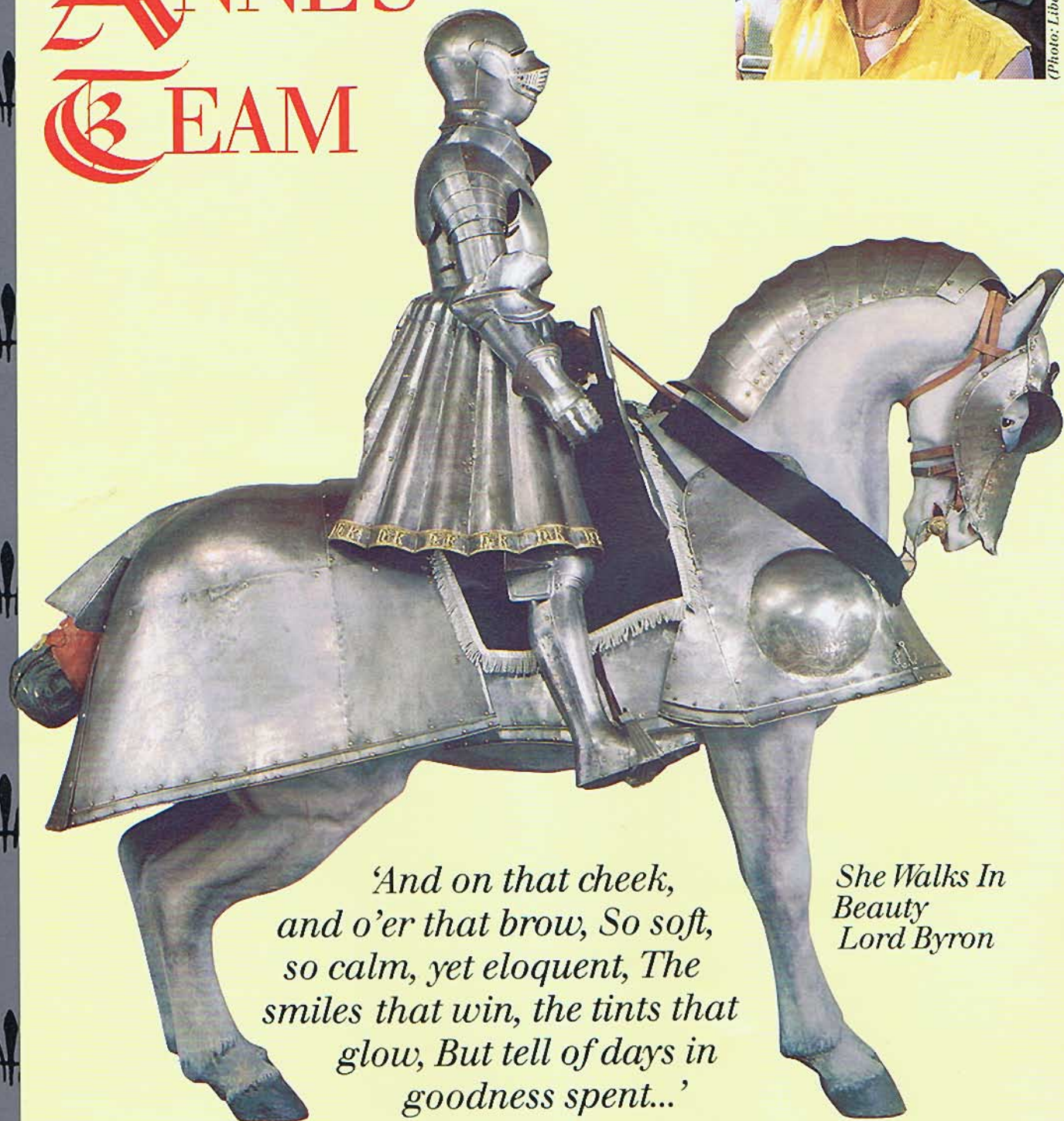
(Photo: Mark Power)



PRINCESS ANNE'S TEAM



(Photo: Liba Taylor)



*'And on that cheek,
and o'er that brow, So soft,
so calm, yet eloquent, The
smiles that win, the tints that
glow, But tell of days in
goodness spent...'*

*She Walks In
Beauty
Lord Byron*



JENNY AGUTTER

Dividing her time between Los Angeles and London, Jenny Agutter takes on a wide range of classical and contemporary roles on both sides of the Atlantic. Earlier this year, she flew to Spain to star in the psychological thriller "Dark Tower." She is also an accomplished photographer.



ANTHONY ANDREWS

Anthony Andrews once played a bank robber in Dixon of Dock Green, but is much better known for his portrayal of the aristocratic young Sebastian Flyte in Brideshead Revisited. He also played Lord Stockbridge in the hugely popular TV saga Upstairs Downstairs.



SHEENA EASTON

Sheena Easton has come a long way from Belshill in Scotland. The first British female singer to have 2 records - Modern Girl and 9-5 - in the top 10 simultaneously, she has become one of America's top pop/rock attractions and also sings in Spanish.



DEBRA FLINTOFF

Top athlete Debra Flintoff is European Record holder for 400 metre hurdles and as the only Australian to win track gold medals in Edinburgh's Commonwealth Games, was Australia's female sports star of '86. She aims to become a beauty consultant after a successful 1988 Olympics.



SUNIL GAVASKAR

Sunil Gavaskar, master of Indian cricket, played 124 Tests before announcing his retirement this year from Test cricket. During his distinguished career, he has scored a record 34 Test centuries and is the only man to have passed 10,000 Test runs.



EMLYN HUGHES

Son of a Welsh Rugby League star, Emlyn Hughes began as a professional footballer with Blackpool in 1964 and has been made an OBE for his services to sport. Famed for dashing into the action (nicknamed Crazy Horse), he is now a captain of TV's Question of Sport.



TOM JONES

First and foremost a rocker with a rhythm and blues soul, Tom "Jones the Voice" is an enduring entertainment personality with a unique blend of fire and finesse. His new album Matador is released this June.



THE LADY OF THE LAKE

Her casement opened wide, she heard, The songs of peasant, bard and bird. Demurely seated at her loom, She winked at good Sir Roger's groom.



VIRGINIA LENG

Last year was very eventful for Virginia Leng. Riding Priceless, she won the World Championships in May, was awarded the MBE for services to riding and went on to win several more major titles, including the British National title for the third year.



WALTER PAYTON

Walter "Sweetness" Payton is unquestionably the greatest player in American Football today. During a twelve year career with the Chicago Bears, Walter has amassed more yards running with the football than any other player and his present record-breaking run stands at 16,193 yards.



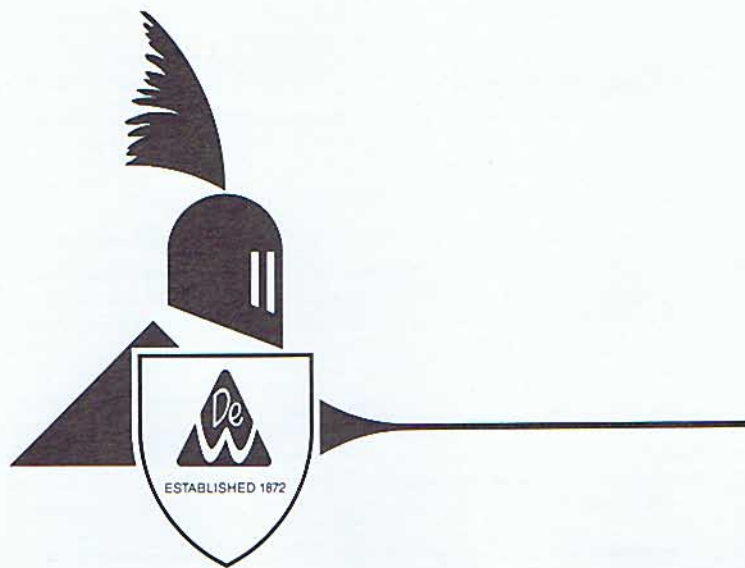
CLIFF RICHARD

A new album out this September, "Always Guaranteed," aptly sums up Cliff Richard's unfailing popularity. Despite West End appearances and regular concert tours, Cliff gives priority to his fund-raising work, which has so far raised over £1/2 million for overseas development.

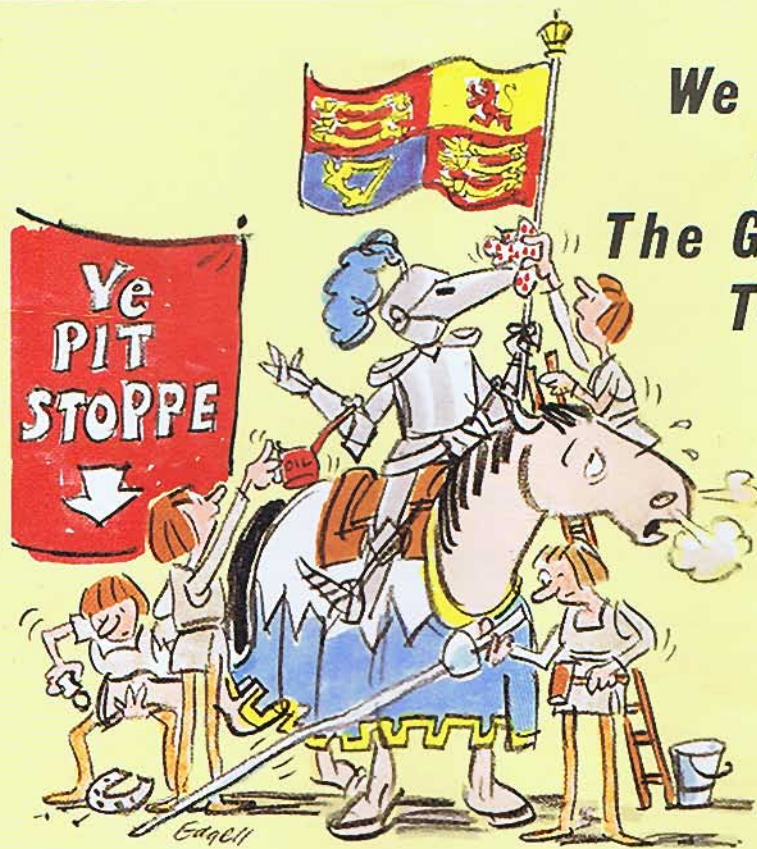


THE DAMSEL ROSE

The Damsel Rose, all dressed in pink, is rarely called upon to think. But when she is, she hangs her head, And turns from rose to brightest red.



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Price Waterhouse





Save the Children

SAVE THE CHILDREN

Save the Children is Britain's leading international children's charity. Our philosophy is to 'work with the poorest' and SCF projects reach out to over five million children in more than fifty countries.

Schemes are developed to meet local needs. That means training village health workers in Zimbabwe; improving clinic services in Nepal; co-operating in the development of Uganda's national immunisation programme; helping handicapped children in Morocco; bringing clean water to villages in Honduras.

At home more than 100 projects nationwide are helping British children and their

families. Work is centred in the community and includes schemes to provide support for parents in their all-important task of child rearing, to combat delinquency and to develop more effective health care.

The type of SCF work which money raised by the Grand Knockout Tournament will support is immunisation programmes for children in the developing world

Every year, four million children die from six diseases. Another four million are permanently maimed. They are not just medical statistics but individual children who suffer pain, misery and fear; whose families grieve for them; whose

potential contribution to the future of their own countries and of the world is lost.

The six diseases are measles, polio, tetanus, whooping cough, tuberculosis and diphtheria. The vaccines to stamp out these diseases already exist, but to get them to the children at risk we need money.

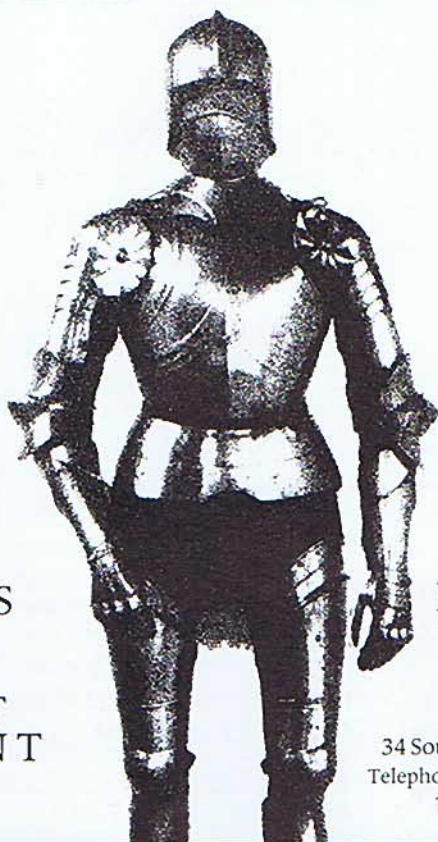
The vaccines themselves are not very expensive – just 30p will give a child full protection – but we have to add the cost of training staff, providing the vital "cold chain" equipment to keep vaccines at low temperature, plus transport to carry staff and supplies to where they are needed.



(Photo: Liba Taylor)

The type of SCF work which money raised by the Grand Knockout Tournament will support is immunisation programmes for children in the developing world.

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Photographers International Jayne Fincher

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WWF Jane Kaufmann, Jackie McDougall

TICKETS

Juliet Parry

DUCHESS OF YORK'S TEAM



*'I met a lady
in the meads,
Full beautiful –
a faery's child,
Her hair was long,
her foot was light,
And her eyes were wild.'*

*La Belle Dame Sans Merci
John Keats*





MICHAEL BRANDON

Born in Brooklyn, Michael Brandon is probably best known in the UK for his role in Dempsey and Makepeace, the final episode of which he directed himself. Michael is a keen skier and has taken part in many fund-raising tournaments.



STEVE CAUTHEN

Since the fresh-faced "Kentucky Kid" came to Britain in '78, after becoming the youngest jockey to win the US Triple Crown, he has been a winner. He rode 4 out of 5 classic winners in 1985, including the Derby and the Oaks.



THE LADY OF GRACE

The lady of Grace is so forgiving, Kinder than any creature living. So every day the rest compete, To make her swear and stamp her feet.



GAIL GREENOUGH

Despite growing up in one of Canada's largest cities, Gail Greenough has been riding since a girl. She shot to fame in 1986, becoming Equestrian Show Jumper Champion after 4 flawless final rounds. She is the first woman to win the title.



THE DARK LADY

With eyes like coals and raven hair, The Lady Dark's beyond compare. Let he who'd love her not forget, Her heart is also black as jet.



MEATLOAF

Unable to tear himself away from British shores for long, Meatloaf completed a sell-out UK tour earlier this year before many dates all over Europe. An American tour in April followed the single release of his hit "Special Girl".



TAMARA MCKINNEY

The youngest member of a skiing and horse-owning family in Kentucky, Tamara McKinney had an exceptionally successful '86-'87 season, winning 2 World Cup Slalom races, the 17th and 18th of her career. She is also an accomplished horsewoman and figure skater.



THE MAID OF THE MOOR

The maid of the moor roams o'er the hills, In summer's heat and winter's chills. She hopes, while trudging near and far, That someone soon invents the car.



VIV RICHARDS

Acclaimed by his peers as the world's No.1 batsman, Viv Richards is one of Antigua's cricketing pioneers at international level. Awarded Man of the Series, he was the first to make 3,000 runs in one day in the 1984 One Day Internationals versus England.



JANE SEYMOUR

Jane Seymour was once a "Bond" girl in Live and Let Die. She has worked extensively in the US, notably in Amadeus on Broadway, the film East of Eden and Battlestar Galactica. Her two most recent British TV films are Jamaica Inn and the Scarlet Pimpernel.



PAMELA STEPHENSON

Pamela Stephenson's career in Britain began with a glamour role in "The Avengers", but she soon revealed her great talent for impersonation in BBC 2's "Not the 9 O'Clock News". She has recently returned from a tour of Australia, where she grew up.



THE WHITE BEAUTY

This lady's hue is pale and white, As pure as snow some winter's night. Asked how she keeps her skin that way, She said: "I stay in bed all day."

**IYSH
1987..**

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IYSH 1987..

INTERNATIONAL YEAR OF SHELTER FOR THE HOMELESS

The United Nations have dedicated 1987 as the International Year of Shelter for the Homeless (IYSH) with the aim of helping the homeless and poorly housed to improve their living conditions and environment.

Throughout the World 100 million people have no Shelter whatsoever; they live in doorways, on pavements, on rubbish tips or vacant land. In the cities of developing countries families live in slum and squatter settlements. In the poorest countries some 30 million children are estimated to sleep on the streets each night. Here in the United Kingdom homelessness is a growing problem. The number of families recognised officially as homeless in England alone has doubled since 1978 to 100,000.

Although in One Year we cannot hope to house the Globe's homeless. We can dedicate ourselves to the United Nations' desire to eradicate homelessness by the end of this century and put this hope into action through support for practical projects at home and abroad which put Roofs over Peoples' heads.

The International Year of Shelter for the Homeless TRUST under the Presidency of Lord Scarman has been established to co-ordinate activities. The Trust has carefully selected a large list of practical projects at home and overseas aimed at housing some of the world's homeless.

Faced with the cost of our own homes, it is staggering to realise that £290 will provide a family in India with a permanent brick and stone house built from local materials by local labour. Such small, self-help projects are the key. Multiply the effort, multiply the sums and real inroads into homelessness can be made. Even in the United Kingdom through co-operation within the housing world, and modest sums of money IYSH's practical action can produce real homes for families and single people trapped in expensive and unsatisfactory bed and breakfast hotels.

Through the Grand Knock-out Tournament and Charity Projects, the IYSH Trust will be supporting a Day Centre for London's young homeless and unemployed. The Centre, located in the heart of the West

End will provide a safe and non-exploitative place for young people to go during the day and a range of services including advice and assistance on housing and employment. Given the ever increasing numbers that find themselves homeless and isolated in the West End the Centre is urgently needed.



(Photo: Mark Edwards)

The Trust has carefully selected a large list of practical projects at home and overseas aimed at housing some of the world's homeless.



**American Airlines wish all
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with this worthwhile venture**

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The Grand Knockout Tournament

15 June 1987

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