FIGHTING AIDS WORLDWIDE

in memory of
FREDDIE MERCURY

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The life of Farrokh Bulsara began on the East African island of Zanzibar on September 5, 1946. 25 years later in London under the name Freddie Mercury he was fronting the now legendary rock group named Queen.

The son of Bomi and Jer Bulsara, Freddie spent the bulk of his childhood in India where he attended St. Peter’s boarding school. He began taking piano lessons at the age of seven. No one could foresee where a love of music would take him.

The Bulsara family moved to Middlesex in 1964 and from there Freddie joined up with a blues band called Wreckage while studying graphic design courses at Ealing College of Art.

While singing for Wreckage, a fellow student introduced Freddie to Roger Taylor and Brian May, founder members of a band called Smile. Smile metamorphosed into Queen when Freddie joined Roger and Brian to start a new band with himself as the lead vocalist. The final member of the band, which was to stay together for the next 20 years was bassist John Deacon.

The rest is rock history. EMI Records promptly signed the band and in 1973 their debut album ‘Queen’ was released and hailed as one of the most exciting developments ever in rock music.

The immortal operatically styled single ‘Bohemian Rhapsody’ was released in 1975 and proceeded to top the UK charts for 9 weeks. A song that was nearly never released due to its length and unusual style but which Freddie insisted would be played became the instantly recognisable hit. By this time Freddie’s unique talents were becoming clear, a voice with a remarkable range and a stage presence that gave Queen its colourful, unpredictable and flamboyant personality.

Very soon Queen’s popularity extended beyond the shores of the UK as they charted and triumphed around Europe, Japan and the USA where in 1979 they topped charts with Freddie’s song ‘Crazy Little Thing Called Love’.

Queen was always indisputably run as a democratic organisation. All four members are each responsible for having penned number one singles for the band. This massive writing strength combined with spectacular lights, the faultless sound, a sprinkling of theatricality and Freddie’s balletic movements made up Queen on stage and on film.

Through Freddie’s ability to project himself and the band’s music and image to the four corners of 70,000 seater venues they became known as the prime developers of stadium rock, a reputation perpetuated by their pioneering tactics in South America where they performed to 251,000 fans in Sao Paulo, a world record at the time. They also became known as the key innovators of pop videos as their catalogue of 3 minute clips became more and more adventurous in style, size and content.

Their phenomenal success continued around the globe throughout the 80’s highlighted in 1985 by their show stealing and unforgettable performance on stage at Live Aid.

In the mid 80’s Freddie started concentrating on his solo career which was to run in tandem with Queen (‘the mothership’) for several albums commencing with the 1985 release of Mr.Bad Guy. Freddie’s much loved sense of self parody reached a zenith with his cover version of The Platter’s staircase among acres of identical cardboard cut-outs of himself.

His first major collaboration outside Queen was with Dave Clark for the recording of London’s West End musical ‘Time’. This was followed in 1987 with the realisation of one of Freddie’s long term dreams; to record with the world revered opera diva Montserrat Caballé. The LP’s title song ‘Barcelona’ went on to become an anthem for Senora Caballé’s home city and the theme for the Olympics in 1992.

Freddie returned to the studios to record Innuendo with Queen in 1990.

On November 24th 1991 Freddie’s struggle against AIDS ended when he passed away just over 24 hours after he had publicly announced he had the disease. Musicians and fans from all over the world paid their highest respects as the passing of rock music’s most innovative, flamboyant ambassador signified the end of an era.

Freddie Mercury, who majored in stardom while giving new meaning to the word showmanship, left a legacy of songs which will never lose their stature as classics to live on forever. Some of the most poignant of these were immortalised on the Queen album ‘Made In Heaven’ released in November 1995.

Immediately after Freddie’s death the remaining members of Queen and Jim Beach their manager took the decision to raise money and awareness about AIDS in his memory. Together they organised the 1992 Freddie Mercury Tribute Concert for AIDS Awareness. The Mercury Phoenix Trust was founded to distribute the monies raised from this concert and it has continued to be engaged in numerous other fundraising activities.

Since 1992 the Mercury Phoenix Trust has been responsible for the donation of more than $15 million in the fight against AIDS making over 750 grants to charities worldwide. Applications for grants have come in from many countries around the world and collaboration has been realised with groups as far removed as the World Health Organisation to grassroots organisations after making grants to over 800 charities worldwide in over 55 countries run partly by voluntary workers in, for example Uganda, Kenya, South Africa, Zambia, Nepal and India.

1993 saw the release of the George Michael / Lisa Stansfield / Queen mini album ‘Fire Live’ taken from the Tribute concert. This mini album and the single ‘Somebody To Love’ were released worldwide in aid of the Trust. They reached the top ten in 31 countries worldwide and the single reached number one in the UK.
The street collection was initiated by Maureen Barclay and has since become an annual event around World AIDS Day. When the Queen album ‘Made In Heaven’ was released in November 1995, the Trust benefited from a donation by Queen and their respective record companies of all profits from the album worldwide on World AIDS Day, 1st December 1995.

In March 1996 the Trust joined forces with Heart to Heart International in delivering urgently needed medical supplies to Mother Teresa’s Sisters of Mercy in Calcutta. $5 million worth of supplies of which $500,000 worth were specifically earmarked for AIDS relief by the Mercury Phoenix Trust were airfreighted by FedEx from London to Calcutta. Roger Taylor and Jim Beach flew specially to Calcutta to supervise the arrival of the supplies.

In association with the Trust, the Freddie Mercury Photographic Exhibition opened at the Royal Albert Hall in London on 22nd November 1996 offering an insight into the life of a small boy who rose to rock glory and died before his time. Since then the exhibition has travelled the globe raising AIDS awareness.

Maurice Béjart, the famous French choreographer, created a ballet inspired by the music of Queen and Mozart to celebrate the lives of his lead dancer, Jorge Donn, and of Freddie Mercury. The ballet opened in Paris at the French National Theatre on 17th January 1997 with a unique live performance by Elton John and Queen and the performances around the world have provided a source of funds to the Trust. The television film of the ballet, directed by David Mallet, was voted the Best Arts and Specials Programme at the Montreux Golden Rose in April 1998.

Peter Gabriel’s Real World Records joined forces with the Trust in 2001 to produce the album Spirit of Africa. The album was released 15th October 2001 in conjunction with a television documentary of the same name. The cream of African artists joined with the extraordinary TASO choir (all of whose members are HIV positive) to make this unique compilation album which still provide funds for the Mercury Phoenix Trust as well as further raising awareness about the AIDS pandemic in sub-Saharan Africa.

In January 2002 Boy George gave the Trust a special preview night of his new musical ‘Taboo’ at the Venue in London. The Trust donated the proceeds from this event to Desmond Tutu’s charity Help Kids in Cape Town.

Also in 2002, on it’s 10th anniversary the Mercury Phoenix Trust released with EMI a unique DVD of the Freddie Mercury Tribute concert, featuring a wealth of unseen rehearsal and backstage footage, as well as interviews with many of the stars; the DVD truly brought to life this incredible event featuring, among others, David Bowie, Joe Elliot, Elton John, Annie Lennox, George Michael, Liza Minnelli, Robert Plant, Arlo Rose, Seal, Lisa Stansfield, Elizabeth Taylor and Zucchero. A one hour TV documentary of highlights was released at the same time.

In May 2002 the long awaited Queen and Ben Elton musical ‘We Will Rock You’ opened in London. The Trust has benefited from various nights at WWRY performances around the world.

In November 2003 the Trust joined forces with the Nelson Mandela Foundation to launch Nelson Mandela’s crusade against AIDS under the title of the former president of South Africa’s prison number 46664. Bonobo, the Edge, Beyonce, Anastasia, Queen, the Europaica, Peter Gabriel, Yusuf Islam joined a galaxy of African stars at Cape Town’s Greenpoint Stadium. 46664 was launched.

On the 12th September, 2008 the Trust produced a special Queen & Paul Rogers AIDS awareness concert in Freedom Square, Kharazor in Ukraine with the Elena Franchuk Anti AIDS Foundation. The Trust combined again with Elena Franchuk’s Anti AIDS Foundation when Queen & Adam Lambert played a further AIDS Awareness concert in Ukraine but this time in Kiev’s Independence Square the night before the EURO 2012 Cap Final.

On 3rd September, 2010 the Trust launched an annual fun and fundraising event ‘Freddie for a Day’. All over the world people are invited to dress as Freddie Mercury for the day to raise funds by way of sponsorship for the Mercury Phoenix Trust. To celebrate Freddie’s 65th birthday on the 5th September 2011 and the Trust’s 20th anniversary, the first annual fundraising event was held at London’s Savoy Hotel where Comedy met Rock’n Roll and the guests all dressed as Freddie. In 2012 Freddie the Lion joined a Pride of Lions in the waterfront in Cape Town. Freddie the Lion is a joint initiative of the Mercury Phoenix Trust and Virginiza McKenna’s Born Free Foundation.

He will continue to raise awareness in the fight against AIDS and the threat posed to the world’s lion population when he moves to the Queen Studio Experience in Montreux in 2013.

With initiatives such as these, the Trust continues its fundraising activities and intends to keep AIDS awareness and education in the forefront through the use of Freddie Mercury’s name, music and music.
“God help those who have this disease with no money”

FREDDIE MERCURY  NOVEMBER 1991