



Top 12... Brilliant Warwickshire 'Brands'

- 1). **William Shakespeare** – born in Stratford-upon-Avon in 1632, William Shakespeare is widely regarded as the world's most famous poet and playwright. A favourite of the Elizabethan Court, Shakespeare wrote 38 plays, 154 sonnets, 2 long narrative poems and several other poems. His plays are as well loved today as they were 400 years ago, and almost 50% of the world's school children study his work. In 2012 a major international **World Shakespeare Festival** will take place.
- 2). **Royal Shakespeare Company**- having celebrated its 50th anniversary in 2010, opened a brand new theatre in 2011, and developing an international Shakespeare World Festival for 2012, the Royal Shakespeare Company is the best known theatre company in the world.
- 3). **Warwick Castle** - Warwick Castle is one of best preserved Castle in the UK whose origins can be traced back to Saxon times. The first castle was a wooden motte and bailey constructed in 1068 at the command of William the Conqueror. Throughout the middle ages the Castle was rebuilt in stone as a towering mediaeval fortress. Later, the main quarters were converted into a residence of rich and sumptuous style. The Castle was home to the Earls of Warwick until 1978. Since then extensive restoration work has been carried out and substantial areas of the castle have been opened to the public.
- 4). **Aston Martin** – Officially the UK's coolest brand - Aston Martin Lagonda Limited is a British manufacturer of iconic, luxury sports cars, based in Gaydon, Warwickshire. The company name is derived from the name of one of the company's founders, Lionel Martin, and from the Aston Hill speed hill climb near Aston Clinton in Buckinghamshire.
- 5). **Jaguar Land Rover** – two great British car brands that design, engineer and manufacture in the UK. Both iconic in their own way, and both exported all over the world, Jaguar Land Rover sell almost 250,000 premium, luxury vehicles each year.
- 6). **Rugby School** – the birthplace of Rugby - is a leading co-educational independent boarding school. At least two centuries of Rugby's history are written in the stones and other monuments to tradition that stand around the School Close, where in 1823 a local lad called William Webb Ellis first ran with the ball and invented the game of rugby football. Rugby School's famous Headmaster, Dr Thomas Arnold, is recognised as one of the greatest Headmasters in English Education. He is immortalised in Thomas Hughes' book 'Tom Brown's School Days', which brought Baron Pierre de Coubertin to Rugby School. It was Arnold's legacy that inspired him here and fuelled his vision of the modern day **Olympic Games**.
- 7). **Warwickshire County Cricket Club** – Founded in 1832, Warwickshire County Cricket Club has its home at Edgbaston in south Birmingham.

8). **Lady Godiva** - The legend of Lady Godiva is very special to Coventry; everyone loves the tale of this proud Lady, who rode through the streets in protest at the high taxes that her husband Earl Leofric had imposed on the town. The city now hosts a Lady Godiva Festival each year. In 2012, Coventry will celebrate *Godiva Awakes*, part of the Cultural Olympiad. In a spectacular performance, Lady Godiva, will awake from her sleeping chamber for the first time and powered by 100 cyclists, she will journey to London to take part in the 2012 festivities. She is a potent symbol of justice across the world, reborn for the 21st century, embodying the values of fair play, friendship, respect and courage that are at the heart of the Olympic and Paralympic Games.

9). **George Eliot** - George Eliot was the pen name of Mary Ann Evans, one of the leading English novelists of the 19th century. Born on the Arbury Estate in Warwickshire in 1819, her novels, most famously 'Middlemarch', are celebrated for their realism and psychological insights.

10). **London Taxis!** – Yes that's right – the much loved Black Cabs are made in Coventry where there is also a large showroom of new and used Black Cabs.

11). **Pashley Bicycles** - Pashley Cycles is England's longest established bicycle manufacturer. Founded in 1926 and based in Stratford-upon-Avon, a dedicated team design and hand-build a unique range of specialist, retro bicycles and tricycles.

12). **The Serious Games Institute** – based at Coventry University's Technology Park, the Serious Games Institute is a global leader in 'smart spaces' and enables the growth of serious games, virtual worlds and connected industry specialists. The area has developed a strong association with computer game designers and a number of large international companies are located in the Leamington area including Blitz Game, Codemasters & Pixielearning.