

Diana's signature to protect charity from 'tat'

A charity logo in memory of Diana, Princess of Wales has been launched to protect her memory from commercial exploitation by sales of unauthorised memorabilia. *The Diana, Princess of Wales Memorial Fund* – established after Diana's death on August 31 last year – has now raised £40 million



● **Sep 2, 1997:** Buckingham Palace announces an official memorial fund has been set up to take donations for charities associated with Princess Diana following her death

● **Oct 21:** Elton John's tribute song to Princess Diana takes 37 days to become the world's biggest-selling single. With 31.8 million copies distributed around the globe *Candle in the Wind* 97 beats Bing Crosby's *White Christmas*, which has sold an estimated 30 million copies over 55 years. UK government agrees to donate taxes raised from sales of the single to the fund

● **Dec 1:** Thirty-six performers release a *Princess Diana Tribute Album*. Singers who contribute tracks to the album range from Michael Jackson to Luciano Pavarotti

● **Dec 5:** U.S. *Beanie Baby* toy manufacturer announces that profits from sales of a new, purple Princess Di teddy bear will go to the fund

● **Dec 10:** Elton John hands over a *Candle in the Wind* royalty cheque for £20 million to the Fund. Sales top 33 million

● **Dec 30:** UK Post Office announces set of Princess Diana stamps, due on sale in February, will raise further £7 million for the Fund

● **Jan 8, 1998:** Worldwide sales of

the *Princess Diana Tribute Album* reach four million worldwide – raising a further £40 million for the Fund

● **Jan 12:** First meeting of a special committee responsible for distributing Memorial Fund donations announces plans for a memorial garden and special awards for young people. Donations from the public now stand at over £40 million

● **Jan 15:** Britons express outrage following reports that Princess Diana's lawyers have charged £475,000 for work done for the Fund

● **Jan 25:** Official logo launched to distinguish authorised memorabilia from unauthorised goods