

Goodwood Revival announces partnership with Ancestry

- Three-year agreement brings family history to life through exclusive portrait studios, expert genealogy sessions, and celebrity history reveals.
- Goodwood Revival takes place Friday 18 – Sunday 20 September.

Ancestry, the global leader in family history, has signed a three-year deal as an Official Partner of Goodwood Revival. Marking Ancestry's first-ever collaboration with the historic motorsport event, the partnership brings together two brands dedicated to celebrating history and heritage.

Guljeet Samra, Senior Director of Marketing at Ancestry in the UK said: *"Goodwood Revival's passion for tradition and storytelling makes it a natural fit for Ancestry. We are so excited to bring together these two heritage-driven brands. This partnership gives us an incredible platform on which to connect with people who love history, offering visitors an unforgettable opportunity to explore their own family roots within the most iconic of settings."*

Nathan Kosky, Chief Commercial Officer of Goodwood, said: *"We are delighted to welcome Ancestry to Goodwood Revival. They bring a fresh and highly personal dimension to our celebration of history and heritage. Revival is all about experiencing the sights, style and stories of the past through a modern lens, so the opportunity to help our visitors discover more about their own family stories is a natural fit."*

Bringing History to Life: The Festival Experience

As part of the partnership, Ancestry will host several interactive activations designed to immerse guests in a nostalgic journey through their own family history:

- The Best Dressed Competition presented by Ancestry: Ancestry will be at the heart of the ultimate celebration of vintage style as we delight in the style stories of the real stars of the show: the Revival visitors.
- The Front Room and Portrait Studio by Ancestry: Best Dressed nominees and other guests can step into the spotlight and capture their Revival look with a photographic portrait taken by a fashion magazine photographer.
- Adjacent to the studio, Ancestry will host a perfectly vintage lounge where visitors can step back in time to the 1950s and take the very first steps on their own family history journey with a team of family history experts.
- 'Questions + Ancestors' Celebrity Reveals: Enjoy live family history reveals with a stellar line-up of famous faces on the Revival Style Stage.

-ENDS-

Notes to Editors

Goodwood Revival, Friday 18 - Sunday 20 September 2026

Tickets & Hospitality

Saturday tickets for the Goodwood Revival are now sold out. Final Friday and Sunday tickets can be purchased at [goodwood.com](https://www.goodwood.com) or by calling the Ticket Office on +44 (0)1243 755055.

Tickets for the Goodwood Revival start from £84 and can be purchased at [goodwood.com](https://www.goodwood.com) or by calling the Ticket Office on +44 (0)1243 755055.

Whether customers are looking for a great day out with friends, entertaining clients or celebrating something special, Goodwood's unrivalled hospitality provides the ultimate setting to enjoy the events.

Email hospitality@goodwood.com or call +44 (0)1243 755054.

Contact

Gary Double, Double Communications for Goodwood

gary@doublecomms.com – 07768825114

For all other press enquiries please contact: media@goodwood.com

Imagery and news from Goodwood are available from the [Press & Media site](#).

Stay up to date with all future announcements and on-event action across our social channels:

[X \(formerly Twitter\)](#) | [Facebook](#) | [Instagram](#) | [YouTube](#) | [TikTok](#)

About Goodwood Revival

The Goodwood Revival is the world's greatest historic motor race meeting, and the only sporting event of its kind to be staged entirely in a period theme. More than just an unrivalled weekend of historic racing, it is an immersive celebration of vintage lifestyle, championing exceptional craftsmanship and the enduringly fabulous stories told by second-hand treasures. It is, proudly, the world's biggest and most glamorous second-hand event.

About Ancestry

For over 40 years, Ancestry, the global leader in family history, has helped people connect with their past so they can discover, preserve, and share their unique family stories. With more than 71 billion records, over 3.5 million subscribers, and a growing DNA network of more than 30 million people, Ancestry has earned the trust of millions as the platform for exploring and safeguarding their family history.