



**EDINBURGH'S
HOGMANAY**

WEDNESDAY 28 DECEMBER 2011

FOR IMMEDIATE RELEASE

MEDIA INFORMATION

www.edinburghshogmanay.com

EDINBURGH'S HOGMANAY

12 FACTS FOR 2012

Now in its 19th year, Edinburgh's Hogmanay was first organised in 1993 and will this year offer events, live music, DJ sets, dancing, fireworks and New Year Games over three days from Friday 30th December to Sunday 1st January 2012.

1. On Friday 30th December **6,500** people will carry a torch in the Torchlight Procession, led by **17** Lerwick Up Helly Aa Vikings and **five** pipe bands with over **100** pipers and drummers. An additional **20,000** spectators are expected to enjoy the Procession and the Son et Lumière display on Calton Hill. **Organisers strongly recommend that if you have pre-booked your torch, you come and collect it from the City Chambers early – the collection point opens at 2.00pm on Friday.**
2. Revellers are travelling to Edinburgh from **over 50 countries** including **Australia, Qatar, Peru, Bahrain, Malta, New Zealand, Botswana, Taiwan and Trinidad & Tobago.**
3. **24** acts will perform across **seven** stages at Edinburgh's Hogmanay Street Party, Concert in the Gardens and The Keilidh. **3,000** people will birl through the bells at the traditional outdoor Keilidh.
4. There will be **17** camera positions to capture the performances and atmosphere which will be broadcasting onto **eight** giant screens in and around Princes Street in the Street Party Arena. They will all link up at midnight to ensure revellers enjoy the countdown in sync – 10,9,8,7,6,5,4,3,2,1 Happy New Year! Pictures from Edinburgh's Hogmanay will be broadcast to over **a billion** people in **150** countries via the BBC, Sky, ITN and Associated Press Television Network.
5. Up to **20,000** people will watch Edinburgh's Hogmanay streamed live online for the first time. The free download, supported by Event Scotland, will include exclusive songs from Primal Scream and Friendly Fires as well as the midnight fireworks.
6. **5.5 Tonnes** of fireworks with over **2,800** individual firework cues producing over **15,000** stars will be let off during the Midnight Fireworks display over Edinburgh Castle and Calton Hill.
7. **80,000** revellers will sing the world's largest Auld Lang Syne at Edinburgh's Hogmanay Street Party on New Year's Eve.
8. Approximately **250** temporary toilets, **11,686m** of temporary fencing, **20** miles of cable and **50** temporary generators will be used to stage the Street Party.



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9. **1,100 people** will splash into the chilly waters of the Forth in the shadow of the iconic Forth Bridge at the 26th **Loony Dook** on New Year's Day watched by an estimated additional **3,000** spectators.
10. Up to **9,000 people** will be playing street games in Edinburgh's Grassmarket and four further venues in the Old Town on 1 January at The New Year Games. Players will choose their teams (the Uppies or the Doonies) depending on where they live – north or south.
11. The combined weight of the winning tokens for the two teams, Uppies and Doonies, is **168 kilos**. **8,000 sheets** of florescent Day-Glo paper, **280 pompoms**, **130 coloured balls**, **seven vintage car horns** and a **Minotaur** will all feature in The New Year Games.
12. Edinburgh's Hogmanay 2010/11 is a key part of Scotland's tourism calendar, and was worth more than **£32 million** to the Scottish economy last year, with **132,000 people** coming to Edinburgh over the four day celebrations.

Pete Irvine, Creative Director of Edinburgh's Hogmanay, said "With four of the six ticketed events already sold out, we are looking forward to a fantastic Hogmanay. Edinburgh's Hogmanay has a worldwide reputation, and we are delighted that, once again, revellers are travelling from around the globe to join us. And if you can't make it in person this year – join us on-line for the first time and log onto the live streaming of the event."

Councillor Steve Cardownie, Festivals and Events Champion for the City of Edinburgh Council, said: "This year, Edinburgh's Hogmanay was recognised by Wanderlust Magazine as THE best place to celebrate the turn of the year - confirming what we've known for a long time. I'm delighted that so many of this year's events are at capacity already. It promises to be a sensational start to 2012."

Paul Bush OBE, Chief Operating Officer for EventScotland added: "For those unable to visit Edinburgh's Hogmanay this year, the live streaming will allow you to feel part of the action from wherever you are in the world. It will also act as inspiration for future revellers, as we showcase Scotland as the perfect stage for events, and welcome 2012, the Year of Creative Scotland."

Lucy Bird, Chief Executive of Marketing Edinburgh, said; "Edinburgh is one of the world's greatest capital cities and there's something undeniably magical about bringing in the New Year here. We have fantastic accommodation, an excellent retail offering, which includes a mix of high street brands and smaller independent boutiques and of course we offer the biggest and best Hogmanay party in the world. We look forward to offering a warm Edinburgh welcome to all visitors from far and wide."

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For further information please contact:

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Editors Notes:

About Edinburgh's Hogmanay:

1. About Edinburgh's Hogmanay Street Party: Described as the original and best New Year's Party, Edinburgh's Hogmanay Street Party annually attracts tens of thousands of residents and visitors from around the globe. Taking place on 31 December along Princes Street in the centre of Scotland's capital, party-goers come together to sing, dance, hug, kiss and celebrate the New Year. Featuring a selection of stages brimming with live music and entertainment, the iconic Midnight Fireworks display, singing and dancing all set against the magnificent backdrop of Edinburgh Castle, Edinburgh's Hogmanay Street Party really is *the* place to be to see in the New Year in true Scots style. This year features live music stages, DJ stages, giant screens and a spectacular midnight moment. For tickets and more information: www.edinburghshogmanay.com

2. On-Sale Details:

Tickets for The Street Party and Torches for the Torchlight Procession are still available on a first come first served basis in the following ways:

Online: www.edinburghshogmanay.com

By phone: Edinburgh's Hogmanay Box Office: 0844 573 8455

Street Party Tickets can also be purchased through associated ticket agents as follows:

The Edinburgh's Hogmanay Official Box Office, The Fringe Office, 180 High Street, Edinburgh EH1 1QS

Phone: 0844 573 8455

Opening Hours: 10am — 10pm 28, 29 & 30 Dec, 10am – 9pm 31 Dec

Tickets Scotland, 127 Rose Street, Edinburgh EH2 3DT

Phone: +44 131 220 3234

Opening hours: 9am-6pm (until 8pm Thursday).

Ripping Records, 91 South Bridge, Edinburgh EH1 1HN

91 South Bridge, Edinburgh EH1 21HN

Opening hours: 9am-6pm (12.30pm-5.30pm Saturday)

4. Ticket Prices:

Edinburgh's Hogmanay Street Party: £15.00 administration + booking fee

n.b. Entry to Edinburgh's Hogmanay Street Party on 31 December is strictly by ticket only. There are no restrictions on the quantity of tickets which can be purchased. Travel Trade & Accommodation Providers can reserve tickets by emailing: groups@edinburghshogmanay.com

Concert in the Gardens: **SOLD-OUT**, Gardens - £35.00 + booking fee

n.b Tickets to Concert in the Gardens also grant access to the Edinburgh's Hogmanay Street Party.

The Keilidh: **SOLD OUT** £35.00 + booking fee

n.b Tickets to The Keilidh grants access to the Edinburgh's Hogmanay Street Party.

Subject to booking fee.

Torchlight Procession: Torches available for purchase in advance for £6 each or buy them on the night for £7.00

Candlelit Concert in St Giles' Cathedral: **SOLD OUT** £16.00 + booking fee

n.b This event is not suitable for babies or young children.





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Loony Dook: SOLD OUT £6.00 Registration Fee (includes donation to RNLI)

n.b Participants **MUST** register for the Loony Dook prior to the event. There will be no registration on the day and availability will be on a first come first served basis.

The Official Edinburgh's Hogmanay After Show Club: Tickets available from www.ticketweb.co.uk or www.ticketsoup.com or www.edinburgh-picturehouse.co.uk

5. About the Edinburgh's Hogmanay Festival: Now in its 19th year, Edinburgh's Hogmanay Festival runs from 30 December 2011 until 1 January 2012. For full programme details of events and activities across the festival and to register for updates visit: www.edinburghshogmanay.com

6. About Event Scotland: EventScotland is the national events agency. EventScotland is working to make Scotland one of the world's leading event destinations. By developing an exciting portfolio of sporting and cultural events EventScotland is helping to raise Scotland's international profile and boost the economy by attracting more visitors. For further information about EventScotland, its funding programmes and latest event news visit www.EventScotland.org.

The Year of Creative Scotland 2012 will spotlight and celebrate Scotland's cultural and creative strengths on a world stage and is a Scottish Government initiative led in partnership by EventScotland, VisitScotland, Creative Scotland and VOCAL.

More information and resources to help businesses engage with Year of Creative Scotland are available at www.visitscotland.org/yearofcreativescotland-toolkit

7. About Scotland's Winter Festivals: Scotland's Winter Festivals begin with St Andrew's Day on 30th November and includes Scotland's Hogmanay celebrations on 31st December, culminating with Burns night on 25th January. Scotland's Winter Festivals bring together three of our cultural celebrations, showcasing Scotland as a great visitor destination and the perfect stage for events all year round. Scots and Scots at heart, both at home and abroad, celebrate Scotland's unique heritage and distinctive culture through our St Andrew's Day, Hogmanay and Burns.

Many of Scotland's top visitor attractions will open to the public for free over the St Andrew's Day weekend, offering everyone a way to celebrate our national day and experience world class visitor attractions on our own doorsteps.

You can find further information and listings of events across Scotland at www.scotland.org/winter

8. Edinburgh Sparkles promotes the city as 'the best place in the UK to enjoy Christmas and New Year', due to Edinburgh's magical setting, host of festive things to enjoy and an unparalleled atmosphere. For more information visit www.edinburghsparkles.com

9. Edinburgh's Hogmanay 2011/12 funders and sponsors:

Edinburgh's Hogmanay 2011/12 is funded by the City of Edinburgh Council.

Supported by EventScotland, Scotland's Winter Festivals, The Scottish Government's Edinburgh Festivals Expo Fund and Arts and Business Scotland.

Sponsored by G4S, Crabbies, Arnold Clark Car & Van Rental, Haggis Adventures and Citylets.

Media sponsors The Scotsman, Radio Forth.

10. Edinburgh's Hogmanay is a City of Edinburgh Council initiative created and produced by Unique Events.