



**EDINBURGH'S
HOGMANAY**

PRESS RELEASE

STRICTLY EMBARGOED UNTIL 10.30am THURSDAY 10 NOVEMBER 2011

Media information:

www.edinburghshogmanay.com

**LET THE NEW YEAR GAMES BEGIN!
EDINBURGH'S HOGMANAY LAUNCHES 2012**

Organisers of Edinburgh's Hogmanay today announced the full programme for the three day Festival which will run from Friday 30th December 2011 to Sunday 1st January 2012.

The impressive programme for the **World Famous Street Party** was completed with today's announcement that indie favourites, and the year's biggest selling new band, The Vaccines will headline the Waverley Stage with special guests Cassidy while Wild Beasts will join Friendly Fires on the expanded West End Stage. Superstar DJ Mark Ronson, Peatbog Faeries, Capercaillie, Frisky & Mannish and The Cuban Brothers complete the Street Party headliners. Sons & Daughters will open for Primal Scream and special guests Bombay Bicycle Club at Concert in the Gardens. With seven music stages offering the very best live music and DJ sets this year's Edinburgh's Hogmanay has a stellar line-up, rivalling many of the summer Festivals, and will climax with the world's largest Auld Lang Syne and spectacular midnight fireworks.

Edinburgh's Hogmanay Street Party is expected to welcome up to 80,000 revellers from Scotland, the UK and around the world and will climax with an ambitious fireworks display, the longest in the 19 years of the event. Launching from the iconic Edinburgh Castle and from Calton Hill, this spectacular midnight moment will herald the start of 2012 – the Year of Creative Scotland.

Pete Irvine, Creative Director of Edinburgh's Hogmanay said "Let's Party, Let's Play! – come and join us for three days of fantastic fun and games at Edinburgh's Hogmanay. We are Europe's only major outdoor winter music festival, and with the quality of artists playing on one night, on one street, there's nowhere else in the world quite like us. We are truly the Home of Hogmanay."

Councillor Steve Cardownie, Festivals and Events Champion for the City of Edinburgh Council, said: "A line-up of world class bands and artists that would rival the best summer festival, an unforgettable carnival atmosphere with revellers from all over the globe, an absolutely sensational firework display over Edinburgh Castle - and all for less than a bottle of bubbly. There's really nowhere better to bring in 2012 than at the World's Greatest Street Party, Edinburgh's Hogmanay. And with so many fantastic events, from the magical Torchlight Procession and Candlelit Concert to the not-for-the-fainthearted Loony Dook, there's truly something for everyone."





**EDINBURGH'S
HOGMANAY**

Revellers are also invited to come and play on 1st January at the all new event **The New Year Games** which will take place in the Grassmarket and around the Old Town. Two teams – the Uppies and Doonies – will play games in four stunning venues - Dancebase, The Hub, St Giles Cathedral and the National Museum of Scotland.

Working with innovative Scottish artists and game design studio Hide&Seek, Edinburgh's Hogmanay has re-imagined some of the traditional Scottish street games with the support of the Scottish Government's Edinburgh Festivals Expo Fund.

Giant board games, re-imagined classics, secret missions and a huge playground in the Grassmarket invite residents and visitors to play, participate or just spectate in a fun-filled afternoon of mental stimulation and physical challenges.

Culture Secretary Fiona Hyslop said: "Scotland is the home of Hogmanay and the best place in the world to see in the bells. This year's exciting Edinburgh's Hogmanay programme can only reinforce that global reputation - with a sensational line up for the World Famous Street Party, breathtaking fireworks display and fun family events, there is something for everyone to enjoy. The New Year Games on the first of January, created by exceptional Scottish artists and supported by the Scottish Government's Edinburgh Festivals Expo Fund, add a new dimension to this year's celebrations, which I am sure will get the Year of *Creative Scotland* in 2012 off to a spectacular start."

Paul Bush OBE, Chief Operating Officer at EventScotland, added: "Scotland is the perfect stage for world-class international events, and Edinburgh is renowned for its Hogmanay celebrations making it the ideal place to welcome 2012. With 2012 being the Year of Creative Scotland, it is fitting that Hogmanay signifies the start of a programme that will celebrate Scotland's cultural and creative vibrancy. EventScotland is delighted to be supporting Edinburgh's Hogmanay and it is exciting to see further additions to what is already a very impressive line-up as part of Scotland's Winter Festivals."

The popular **Torchlight Procession** will launch the 2011/12 Edinburgh's Hogmanay celebrations on Friday 30th December when torchbearers will create a river of fire from the Royal Mile to Calton Hill where the evening will culminate in a spectacular Son et Lumière display watched by over 20,000 spectators in 2010.

80,000 revellers from around the world will enjoy the Street Party, Keilidh and Concert in the Gardens with live music and DJ's across a total of seven stages, with giant screens, outdoor bars and the countdown to the Midnight Moment.

The Concert in the Gardens this year features Primal Scream who will be performing their seminal album *Screamadelica* and a set of their greatest hits, and who will be joined by special guests Bombay Bicycle Club, together with support from Sons and Daughters and the lucky winners of the 'Hog the Street' new band competition. Tickets for the Enclosure have already sold out, and the remaining tickets for the Gardens are selling fast.





**EDINBURGH'S
HOGMANAY**

The popular **Keilidh** offers the very best in traditional Scottish music with Ceilidhdonia, Hugh MacDiarmid's Haircut and the Jimmy Shandrix Experience birling through the bells.

And for those who can't make the world's biggest New Year's Party – then for the first time this year, the Party can come to them as Edinburgh's Hogmanay Street Party will be streamed live online. Audiences will be able to register at www.edinburghshogmanay.com to watch the live bands, the DJ sets and the midnight fireworks from wherever in the world they might be.

The Candlelit Concert celebrates the music of Handel and Mozart with Handel's Organ Concerto Op4 No 2 in B Flat and his virtuosic Dixit Dominus partnered by Mozart's Vesperae Solennes de Confessore. The St Giles' Cathedral Choir, directed by Michael Harris, with the St Giles' Camerata (leader Angus Ramsay) will be joined by a stunning array of young soloists.

For the hardy, the **Loony Dook** – the annual New Year's Day dip in the River Forth - will start off with a Dookers Parade through South Queensferry featuring pipers and a host of entertainment, followed by the brave (or daft) Loony Dookers. For those not quite brave enough to take the plunge, there are plenty of vantage points to watch the action and spectators are welcomed. Supported by Haggis Adventures.

The Edinburgh Filmhouse will host an homage to Edinburgh as the inspirational city behind some of the UK cinema's most beloved films showing *Trainspotting*, *One Day*, *The Prime of Miss Jean Brodie*, *The Battle of the Sexes* and the *39 Steps*.

The Official Edinburgh Hogmanay After Show Club at the HMV Picture House will feature, straight from the Street Party, a DJ Set from Mark Ronson and Radio 1 DJ's Jaymo and Andy George.

Edinburgh's Hogmanay have once again joined forces with Leith Records to find the cream of the crop of unsigned Scottish music to kick start the world's biggest New Year celebrations. **Hog the Street** (www.hogthestreet.com) sees the return of the new band competition that scours the country for the very best up-and-coming Scottish talent, giving them the opportunity to play alongside some of the country's biggest artists.

Revellers can obtain tickets for the **Edinburgh's Hogmanay Street Party**, **Concert in the Gardens** and **The Keilidh**, which are part of Edinburgh Sparkles winter celebrations, in one of three ways:

- Online at www.edinburghshogmanay.com
- by calling the Edinburgh's Hogmanay Box Office on **0844 573 8455**
- or in person at The Fringe Office, 180 High Street; Tickets Scotland, 127 Rose Street & 237 Argyle Street, Glasgow or Ripping Records, 91 South Bridge, Edinburgh.

Edinburgh's Hogmanay is part of Scotland's Winter Festivals and the Edinburgh Sparkles winter celebrations.

ENDS





**EDINBURGH'S
HOGMANAY**

For further information please contact:

Frances Sutton, Press Manager, Edinburgh's Hogmanay

UNIQUE EVENTS LTD

T: 0044 131 561 3388 / M: 0044 7841 579481 / press@edinburghshogmanay.com
www.edinburghshogmanay.com

or

Alan Thomson, Marketing Manager, Edinburgh's Hogmanay

UNIQUE EVENTS LTD

T: 0044 131 561 3383 / al@unique-events.co.uk
www.edinburghshogmanay.com

Editors Notes:

About Edinburgh's Hogmanay:

1. Performer Details:

Waverley Stage:

The Vaccines: An indie rock band that formed in West London in 2010, the band's debut album, *What Did You Expect from the Vaccines?* was released in March 2011 and reached number 4 in the UK Album Chart. They are currently the biggest selling new band of 2011. The Vaccines also have toured extensively and opened up for the likes of The Walkmen, Arcade Fire and Arctic Monkeys.

West End Stage:

Wild Beasts: are from Kendal in England's Lake District They have released three acclaimed albums, the first being *Limbo, Panto* in 2008, *Two Dancers* in August 2009 and was widely acclaimed and was nominated for the 2010 Mercury Prize. Wild Beasts' third studio album, entitled *Smother*, was released in May 2011.

Concert in the Gardens

Sons & Daughters: Sons and Daughters were conceived while on tour with Arab Strap in 2001. A few years later they released their self-financed debut album the twenty-five-minute-long *Love the Cup*. Their second album, *The Repulsion Box* was released in June 2005. The following year the band toured with Morrissey on the first leg of his UK tour. Their third album, *This Gift*, produced by Bernard Butler, was released on 28 January 2008. This year the band released a free download, *Silver Spell*, accompanied by a trailer for their new album, "Mirror Mirror", which was released in June.

2. On-Sale Details:

Tickets for all Edinburgh's Hogmanay 2011/12 events and registration are available now 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

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

The Fringe Office, 180 High Street, Edinburgh EH1 1QS

Phone: 0844 573 8455

Opening Hours: 10am - 6pm Monday - Saturday

Tickets Scotland, 127 Rose Street, Edinburgh EH2 3DT

Phone: +44 131 220 3234

Opening hours: 9am-6pm (until 8pm Thursdays). 11am-6pm Sundays

Ripping Records, 91 South Bridge, Edinburgh EH1 1HN

91 South Bridge, Edinburgh EH1 21HN

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

3. 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: Enclosure – 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.





**EDINBURGH'S
HOGMANAY**

The Keilidh: £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: £16.00 + booking fee

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

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

n.b Dookers must buy a ticket in advance and check in on the day.

The Official Edinburgh's Hogmanay After Show Club: Tickets available from the HMV Picture House or online at www.ticketweb.co.uk or www.ticketsoup.com

4. About Hog the Street: Any band from or based in Scotland can enter, but judges will be looking out for younger, up-and-coming bands in particular (participants must be aged 16yrs or over to enter). Bands will submit a short bio, track, video and picture at www.hogthestreet.com to make the shortlist. Ten acts will then be selected to play at a special '**Hog the Street**' busking event taking place on Princes Street on **Saturday 3 & Sunday 4 December**. The band which raises the most money for charity on Princes Street will get to Hog the 'Edinburgh's Hogmanay' Street, joining headliners Primal Scream and Bombay Bicycle Club in the Concert in the Gardens main stage.

5. 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

6. About the Edinburgh's Hogmanay Festival: Edinburgh's Hogmanay Festival runs from 30 December 2011 until 1 January 2012. Full programme details of events and activities across the festival will be announced early November. Now in its nineteenth year. For more information and to register for updates visit: www.edinburghshogmanay.com

7. About the Scottish Government's Edinburgh Festivals Expo Fund: Edinburgh's Hogmanay has been awarded £250,000 from the Scottish Government's Edinburgh Festivals Expo Fund for the New Year Games programme. The Scottish Government's Edinburgh Festivals Expo Fund totals £8 million over four years (2008-09 to 2011-12). It is available to all 12 Edinburgh Festivals to support the costs of new productions, events or exhibitions which involve Scottish-based participants and are premiered at any of the Edinburgh Festivals. The fund can also be used to support touring of events or performances after their premiere at the festival and allow successful work to reach new audiences.

8. 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**

9. About EventScotland: 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.

10. 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

11. About Citylink Buses: The buses will leave from Morrison Street from 1.20am, and travel to Harthill Services, Baillieston – Road End, Glasgow – Buchanan Bus Station, Dunfermline Bus Station, Kinross Park and Ride, Perth Broxden Park & Ride, Dundee Bus Station, Kirkcaldy Bus Station, Glenrothes Bus Station, St Andrews Bus Station.





**EDINBURGH'S
HOGMANAY**

How to Book

To book tickets, simply log on to the Citylink website at www.citylink.co.uk and enter your travel information in to the Journey Planner. Alternatively, you can call our contact centre on 0871 266 3333. Services are available to book online using "Edinburgh, Morrison Street before Grove Street" as the destination. Passengers wishing to travel with these special services from Citylink are required to pre-book their journey to guarantee them a seat.

Local Buses: For information on local bus services during the festive period log onto www.firstgroup.com/ukbus www.lothianbuses.com or phone 0131 555 6363.

12. 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.
Sponsored by G4S, Crabbies, Arnold Clark Car & Van Rental, Haggis Adventures.
Media sponsors The Scotsman, Radio Forth.

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