



**EDINBURGH'S  
HOGMANAY**

**FRIDAY 30 DECEMBER 2011  
FOR IMMEDIATE RELEASE  
MEDIA INFORMATION**  
[www.edinburghshogmanay.com](http://www.edinburghshogmanay.com)

## **RECORD CROWD AT TORCHLIGHT PROCESSION LAUNCHES EDINBURGH'S HOGMANAY CELEBRATIONS**

Edinburgh's Hogmanay launched three days of celebrations tonight with a spectacular Torchlight Procession through the centre of the historic city. A record crowd estimated at between 27,000 and 30,000 including 6,500 torch carriers, were led by the Up Helly Aa' Vikings from Shetland and 5 pipe bands to the bonfire and the burning of an effigy representing this year's theme of Let's Play and a spectacular Son et Lumière display on Calton Hill.

The event experienced record pre-sales of torches this year, and 6,500 torches; the largest number ever, were all sold out before the start of the procession.

Lord Provost George Grubb said in his opening speech "I can't think of a better place in the world than Edinburgh to "see in" the New Year. Our world famous celebrations are broadcast across the globe, and last year the 'midnight moment' of fireworks over the castle was shown in over 150 countries. I would like to extend a very warm welcome to all participants in this year's Torchlight Procession and especially to those who are visiting the city for Hogmanay."

Pete Irvine, Artistic Director of Edinburgh's Hogmanay said "It's great to start the three days of Edinburgh's Hogmanay with such a fantastic crowd for the Torchlight Procession. We like to think that Edinburgh's Hogmanay puts Edinburgh once again in the centre of the world map, and that the experiences that you will enjoy here are because you are in a beautiful city and in the best possible company – the famously friendly Scots."

Celebrations continue tomorrow with the world famous Street Party, for which tickets are still available at the official box office, The Fringe Office, 180 High Street, Edinburgh which is open until 9.00pm. Tickets for Concert in the Gardens, The Keilidh and The Candlelit Concert at St Giles' Cathedral are all sold out. The Loony Dook on Sunday 1<sup>st</sup> January at South Queensferry is also sold out, but spectators are welcome, and the New Year Games, which will be taking place at venues across the Old Town from 2.00pm on Sunday 1<sup>st</sup>, are free and unticketed.

Ends





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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](http://www.edinburghshogmanay.com)

**2. On-Sale Details:**

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

Online: [www.edinburghshogmanay.com](http://www.edinburghshogmanay.com)

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

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

Opening Hours: 10am – 9pm 31 Dec

**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](mailto: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.

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

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

**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](http://www.ticketweb.co.uk) or [www.ticketsoup.com](http://www.ticketsoup.com) or [www.edinburgh-picturehouse.co.uk](http://www.edinburgh-picturehouse.co.uk)

**4. About the Edinburgh's Hogmanay Festival:** Now in its 19<sup>th</sup> 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](http://www.edinburghshogmanay.com)

**5. 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](http://www.EventScotland.org).





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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](http://www.visitscotland.org/yearofcreativescotland-toolkit)

**6. 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](http://www.scotland.org/winter)

**7. 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](http://www.edinburghsparkles.com)

**8. 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.

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