



**EDINBURGH'S  
HOGMANAY**

**PRESS RELEASE**

**THURSDAY 8 DECEMBER 2011 FOR IMMEDIATE RELEASE**

**Media information:**

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

## **EDINBURGH'S HOGMANAY TO BE STREAMED LIVE ON-LINE**

### **WATCH EXCLUSIVE FREE LIVE PERFORMANCES FROM PRIMAL SCREAM AND FRIENDLY FIRES**

Organisers of Edinburgh's Hogmanay announced today that key elements of the flagship event on Saturday 31<sup>st</sup> December will be streamed live on-line for the first time through the support of Event Scotland. The pilot project will feature exclusive tracks from Scottish headliners Primal Scream and summer Festival favourites, Friendly Fires, the spectacular Midnight Fireworks from Edinburgh Castle and the world's largest Auld Lang Syne. It is hoped that viewers from around the world will register for one of the 20,000 limited spaces and tune in to the live one hour programme from the 'Home of Hogmanay'

Pete Irvine, Creative Director of Edinburgh's Hogmanay, said "This is a wonderful opportunity to showcase Edinburgh's Hogmanay – the biggest and best New Year's Party in the world. If you can't make it to Edinburgh this year, log on and join 80,000 friends as we party the night away – and make your plans to come next year!"

Paul Bush OBE, Chief Operating Officer for EventScotland said: "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."

On-line viewers can join 80,000 revellers at the World Famous Street Party and Concert in the Gardens, watch the spectacular midnight moment – an ambitious fireworks display, the longest in the 19 years of the event – from the iconic Edinburgh Castle and sing along with the world's largest rendition of Auld Lang Syne. To enjoy a truly Scottish Hogmanay live online completely free of charge, viewers need to register at [www.edinburghshogmanay.com](http://www.edinburghshogmanay.com) before 31<sup>st</sup> December. The programme will last one hour, starting at 23.30 GMT and ending at 00.30 GMT. Spaces are limited so register early.

**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](mailto:press@edinburghshogmanay.com)

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

**Editors Notes:**

**About Edinburgh's Hogmanay:**

**1. Performer Details:**

**Primal Scream** are a Scottish alternative rock band originally formed in 1982 in Glasgow by Bobby Gillespie (vocals) and Jim Beattie. The current line-up consists of Gillespie, Andrew Innes (guitar), Martin Duffy (keyboards), Gary "Mani" Mounfield (bass), and Darrin Mooney (drums). The band performed throughout 1982-1984, but their career did not take off until Gillespie left his position as drummer of The Jesus and Mary Chain. The band were a key part of the mid-1980s indie pop scene, but eventually moved away from their more jangly sound, taking on more psychedelic and then garage rock influences, before incorporating a dance music element to their sound. Their seminal 1991 album *Screamadelica* broke the band into the mainstream and is considered a dance/rock masterpiece. The band continues to tour and record.

**Friendly Fires** released their eponymous debut album in 2008, picking up two Brit Awards nominations and a Mercury Music Prize nomination on their way to over 200,000 album sales. In May 2011 the St Albans trio (made up of Ed Macfarlane, Edd Gibson and Jack Savidge) returned with their highly anticipated second XL Recordings album 'Pala'. Produced by the band themselves alongside Paul Epworth, this top 10 album features the huge singles 'Live Those Days Tonight', 'Hawaiian Air' and 'Hurting'. Meanwhile, the summer saw Friendly Fires cement their reputation as one of the UK's most exciting live acts with a series of show-stealing performances at festivals around the world. Friendly Fires are currently nominated in the Best Live Band category at the AIM Independent Music Awards.

**2. 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)

**3. 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](http://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)





**EDINBURGH'S  
HOGMANAY**

#### 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](mailto: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.

**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 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)

**5. 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)

**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](http://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](http://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](http://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](http://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.

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

Media sponsors The Scotsman, Radio Forth.

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