

SUNDAY 4th DECEMBER 2011
Media information:
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www.edinburghshogmanay.com

MATT NORRIS AND THE MOON WIN THE EDINBURGH'S HOGMANAY 'HOG THE STREET' COMPETITION

WINNING ACT WILL KICK-START CONCERT IN THE GARDENS WITH PRIMAL SCREAM & BOMBAY BICYCLE CLUB

Organisers of **Edinburgh's Hogmanay 2011/12** are delighted to announce **Matt Norris and the Moon** has won the final of **Hog The Street** after a closely contested 'street busking' competition on Princes Street in Edinburgh this weekend. Matt Norris and the Moon will now open Concert in the Gardens – the music and fireworks spectacular – and join the bill alongside headliners Primal Scream and special guests Bombay Bicycle Club and Sons & Daughters on Saturday 31st December.

Ten lucky bands were chosen by **Leith Records** and **Edinburgh's Hogmanay** from over 80 entries to compete in a live busking final, hosted by DJ, broadcaster and champion of new music, Jim Gellatly. The line-up included an eclectic mix of indie, hip hop, folk and soul and each band had to perform to raise funds for Shelter Scotland from the weekend shoppers on Princes Street. Matt Norris and the Moon won the competition by raising the most money, and contributed to a total of £2,743 raised for Shelter Scotland.

Matt Norris and the Moon are a five piece band from Edinburgh who describe themselves as a foot stomping, five part harmonising quintet pitting trumpet swells against folksy fiddle runs to create infectious melodies. Matt Norris said "We are over the moon! But seriously, we are thrilled to be playing Concert in the Gardens, and a huge thank you to everybody who donated money to Shelter Scotland today to see us through the final."

Pete Irvine, Creative Director, Edinburgh's Hogmanay, said: "We enjoyed a fantastic weekend with some great fresh, new Scottish talent which has resulted in a worthy winner to open Concert in the Gardens. We are delighted to have raised so much money to support Shelter Scotland as our thoughts turn to those in need of a home at this time of year."

Jim Wolff, Co-Founder, Leith Records, said: "Hog The Street brought a lively festival atmosphere to Princes Street this weekend. We gave some new Scottish bands a good bit of exposure, shoppers got a great weekend of live music, and Shelter Scotland got a healthy Christmas bonus."

Graeme Brown, Director of Shelter Scotland, said: "Many thanks to members of the public and all those volunteers who supported this competition over the weekend – it was a fun and exciting event and we wish the winning band all the best on their big night with Primal Scream."

"The money raised from the busking will go toward Shelter Scotland's vital work helping the tens of thousands of people in Scotland in housing need and our work to put an end to homelessness."

Leith Records (<http://www.leithrecords.com>) is the latest project to come out of **The Leith Agency**, providing a stage for new music and home-grown artists across Scotland. It has helped provide unique musical experiences for the Mountain Bike World Cup, the Leith Festival and Edinburgh's Hogmanay.

Tickets are still available for **Concert in the Gardens** (Enclosure tickets have already sold out,) and for the city's world famous **Edinburgh's Hogmanay Street Party**; which feature a world class line-up over 7 live music stages, with artists including Primal Scream, superstar DJ Mark Ronson, Festival favourites The Vaccines and Friendly Fires, Sons & Daughters, Wild Beasts and Kassidy.

Revellers can purchase tickets for the Edinburgh's Hogmanay Street Party, Concert in the Gardens and The Keilidh in one of three ways: Online at www.edinburghshogmanay.com; by calling the Edinburgh's Hogmanay Box Office on 0844 894 2011 or by contacting Tickets Scotland, 127 Rose Street or Ripping Records, 91 South Bridge, Edinburgh.

As well as the events taking place on the 31st December, a varied festival programme of events takes place over the four days of **Edinburgh's Hogmanay** which runs from **Friday 30 December 2011** until **Sunday 1 January 2012**. For further information, to purchase tickets and to register for online updates visit: www.edinburghshogmanay.com

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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

Alan Thomson, Marketing Manager, Edinburgh's Hogmanay

UNIQUE EVENTS LTD

T: 0044 131 561 3380 / al@unique-events.co.uk

www.edinburghshogmanay.com

Notes to Editors:

1. Hog the Street Competition Details:

Over 80 bands from across Scotland entered this year's competition, for their chance to play at the world-famous Edinburgh's Hogmanay celebrations. www.hogthestreet.com showcases all the entries and has helped promote and introduce new bands to a new audience. Ten acts were selected to play over two shows (5 each afternoon), with the winning band raising the most money for Shelter Scotland during their set. All monies raised go to help Shelter Scotland.

2. About Leith Records:

Leith Records (<http://www.leithrecords.com>) is the latest project to come out of The Leith Agency, providing a stage for new music and home-grown artists across Scotland. In just over a year, more than 100 bands have been featured. "The original purpose was to share good music that we've been enjoying at the agency, but it soon became more than that. New bands will always need a leg up in a crowded industry, plus creative work for print and video, and we realised we had a lot of these skills we could offer." says Kenny Nicholson, an Account Planner at Leith.

The agency, best known for its iconic advertising work for IRN-BRU and Grolsch, has turned its experience and creativity to supporting new musical talent, putting on live shows around Scotland, running competitions to play in major events like the Mountain Bike World Cup in Fort William, and offering bands artwork and marketing expertise

3. About Shelter Scotland

Shelter Scotland believes everyone should have a home. They help people find and keep a home and campaign for decent housing for all. Shelter Scotland provides expert support services, online advice and a free national helpline for everyone facing housing and homelessness difficulties. For advice and support visit <http://scotland.shelter.org.uk> or call 0808 800 4444.

4. Edinburgh's Hogmanay Tickets On-Sale Details:

Tickets for the Edinburgh's Hogmanay Street Party, Concert in the Gardens and The Keilidh are available to purchase 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

Edinburgh's Hogmanay Box Office:

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

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

Tickets Scotland, 127 Rose Street, Edinburgh EH2 3DT

Phone: +44 131 220 3234

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

or

Ripping Records, 91 South Bridge, Edinburgh EH1 1HN

91 South Bridge, Edinburgh EH1 21HN

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

5. Ticket Prices:

Edinburgh's Hogmanay Street Party: £15.00 admin fee + 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. Group bookings of 10+ can be reserved by emailing: edinburghtrade@ticketsoup.com

Concert in the Gardens : Enclosure £40.00 / 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 Concert in the Gardens also grant access to the Edinburgh's Hogmanay Street Party.

6. About Edinburgh's Hogmanay Street Party: Described as the world's 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's, giant screens and a spectacular midnight moment. For tickets and more information: www.edinburghshogmanay.com

7. About the Edinburgh's Hogmanay Festival: Edinburgh's Hogmanay is a three day festival which runs from Friday 30 December 2011 until Sunday 1 January 2012. For more information and to register for updates visit: www.edinburghshogmanay.com

8. About our sponsors: Edinburgh's Hogmanay 2011/12 is funded by the City of Edinburgh Council. Supported by EventScotland, Scottish Government and the Scottish Government's Edinburgh festivals EXPO Fund. Event Sponsors G4S, Crabbies, Haggis Adventures and Arnold Clark

9. Edinburgh's Hogmanay is created and produced for the City of Edinburgh Council by Unique Events.