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Media information:

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www.edinburghshogmanay.com

EDINBURGH'S HOGMANAY ANNOUNCE SHORTLIST FOR 'HOG THE STREET' BUSKING 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 the ten bands who have been shortlisted for the finals of '**Hog the Street**', the new bands competition taking place on Princes Street this Saturday 3 & Sunday 4 December, 1pm – 5pm. Scotland's best new acts will busk it out for the chance to kick off the world's greatest New Year party. The winning band will open the 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**.

The ten lucky bands have been chosen by **Leith Records** and **Edinburgh's Hogmanay** from over 80 entries to compete in a live busking final on Princes Street this weekend, hosted by DJ, broadcaster and champion of new music, Jim Gellatly. Each band will perform on stage at the West End for 20-25 minutes and must include their favourite Christmas cover. The line-up includes an eclectic mix of indie, hip-hop, folk and soul to entertain the weekend crowds on Princes Street. The act which raises the most money for **Shelter Scotland** during their busking set will win the coveted opening slot for Concert in the Garden on 31 December.

The Finalists are (in no particular order):

Emelle: Three brothers, a friendly fiddler and finnie playing honest tunes and paying homage to the past, present and future. They hail from the northeast banks of the Don but migrated further and further south and are now based in Edinburgh.

The Ok Social Club: An Edinburgh 4-piece who write about life in Scotland's capital. Sometimes hectic, sometimes serene, never dull and always colourful.

The Soul Foundation: A high energy soul band from Edinburgh who have taken their influence from the Detroit Motown Sounds of the 1960's. A fresh, creative outfit, their original material has been compared to Holland/Dozier/Holland.

Matt Norris and the Moon: Foot stomping, five part harmonising quintet from Edinburgh pitting trumpet swells against folksy fiddle runs to create infectious melodies.

The Marvels: An Edinburgh based band with a lot of heart, energy and fun to give. Following the success of their single in June, and a gig at the Usher Hall in May, the Marvels are moving onwards and upwards.

Finding Albert: This indie four piece band from Glasgow and Dumfries have been described by Jim Gellatly in the Sun as 'future superstars'.

Das Contrás: Das Contrás hail from Fife and Glasgow and blend folk, rock, latin, punk and reggae to make some really great music.

Clog & The Quirks: A young pop-ska-funk-rock band from North Berwick, they have huge ability and would certainly get the party started.

Davey Horne: A blistering young talent from Falkirk, Davey Hornesings soul and R&B will break your heart and put it back together again.

Madhat McGore: As mad as a hatter? Well he might just be! Madhat McGore has been rapping from 12 years, and proudly represents Auld Reekie.

Pete Irvine, Festival Director, Edinburgh's Hogmanay, said: "This is a fantastic line-up of fresh, new Scottish talent and the winner will be a worthy addition to the world-class programme for Edinburgh's Hogmanay. "

Jim Wolff, Co-Founder, Leith Records, said: "Hog The Street will be bringing a lively festival atmosphere to Princes Street this year. Regardless of who wins, we hope new Scottish bands will get a good bit of exposure, shoppers get a great weekend of a live music, and Shelter gets a healthy Christmas bonus."

Graeme Brown, Director of Shelter Scotland, said: "This is a great competition with some very talented acts in the running. We want the public to vote with their wallets and help the acts to support Shelter Scotland. For one of them this is a once in a lifetime opportunity to perform with Primal Scream at the biggest New Year's Eve party in the world. Not only that but with proceeds from the busking going to Shelter Scotland, they will help us to help the tens of thousands of people in Scotland who are in housing need."

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 already available for the city's world famous **Edinburgh's Hogmanay Street Party**; which features 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:

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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 have been selected to play over two shows (5 each afternoon), with the winning band raising the most money for Shelter Scotland during their set. Collections will take place at the performance space and also on Princes Street, with all monies raised going 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.