

Free Fringe tickets for Edinburgh residents

✘ Edinburgh locals are to benefit from a new free ticket scheme for this year's Fringe. **Cheaper Fringe For Locals** is a new plan to help residents engage in the world's largest arts festival by giving them free tickets to a number of shows.

Launching this August after a low-key pilot scheme in 2010, it will offer those living in an EH postcode exclusive 2-for-1 ticket offers on dozens of top quality Fringe shows at a variety of venues including The Stand, The Pleasance and C venues. The exclusive ticket deal includes all shows at The Stand 2, 4 and 5, Sunday to Thursday throughout the Fringe, with more venues expected to sign up.

Cheaper Fringe for Locals, a wholly voluntary organisation, was established by Edinburgh resident and Fringe performer, Sally Slingback. She said:- "I was born and brought up in Edinburgh and although I have many friends who have appeared in Fringe shows I also have many who have little or no connection with it.

"A couple of years ago I was chatting to friends on a night out and it transpired none of them had ever been to a Fringe show. They believed it was all for tourists or too expensive. That's why I set up Cheaper Fringe for Locals, as it engages them with the world's largest and most spectacular arts festival in the world."

So far, over 10,000 locals have signed up to the free scheme via the [website](#). Locals are alerted to the shows offering the 2-for-1 deal via regular e-mail bulletins. Once tickets are booked, proof of address is all that is needed to access the offer.

Councillor Steve Cardownie, Festivals and Events Champion for the City of Edinburgh Council, said: "Anything which makes the Fringe more accessible is to be welcomed – for people who might not otherwise have considered attending a Fringe show, this scheme sounds just the ticket."

Sally Slingback added:- "In 2010 we set up the Facebook group which went from nothing to 4000 members in a couple of weeks – the vast majority of which are Edinburgh residents. I think everyone living in the city should sign up, then promoters and performers can thank them for 'borrowing' the city for a month.

"I think there is lots we can do to get Edinburgh people to connect more with the Fringe. We even have a venue who has discussed offering behind the scenes tours for schools and other special events. All of this is very exciting but what we need to do is let people know about this project and encourage them to join in!"