

Virgin Money sponsoring Edinburgh Festival Fireworks again in 2013



Virgin Money renews headline sponsorship of the Fireworks Concert

Ahead of the Edinburgh International Festival 2013 programme launch this Tuesday, organisers of its grand finale have confirmed that Virgin Money will continue as headline sponsor of the famous end of Festival fireworks concert performed by the Scottish Chamber Orchestra, for the next two years.

The Virgin Money Fireworks Concert will take place at 9pm on Sunday 1 September 2013, delivering a spectacular pyrotechnic ending to the Edinburgh International Festival 2013.

Over 100,000 fireworks and hundreds of firing sequences will be intricately choreographed to live music played by the Scottish Chamber Orchestra, all set against the iconic backdrop of Edinburgh Castle, making this the biggest annual fireworks concert in the world.

The Virgin Money Fireworks Concert brings together families and communities from across the city and beyond to enjoy this spectacular and popular event. An audience estimated to reach 250,000 will seek the best vantage points across the Scottish capital to hear and see the finale of Edinburgh's summer festival season.

The Virgin Money Fireworks concert is also broadcast live on Radio Forth One and Two, allowing audiences across the city to enjoy the sound of the Scottish Chamber Orchestra with their view of the fireworks.



After a successful pilot scheme last year, organisers have confirmed that a limited number of Priority Entry Tickets will be available and for an extra £5, some can gain access to the Princes Street Gardens a full half hour before the gates open.

Ø **Princes Street Gardens tickets are £12.50 and £17.50 with Priority Entry.**

Ø **Ross Theatre (seated) tickets are £27.50 standard entry.**

Ø **Tickets are limited to 10 per booking.**

Ø **Tickets go on sale to the public on Saturday 23 March.**

A limited final allocation of Garden tickets will be released for sale the day before the Virgin Money Fireworks Concert. These can only be purchased in person from The Hub, Edinburgh, from 10.00am on Saturday 31 August.

The Edinburgh International Festival is one of the most prestigious festivals in the world, running for three weeks. Festival 2013 will run from Friday 9 August to Sunday 1 September. The full programme for the Festival is announced this coming Tuesday, 12 March 2013.

The Scottish Chamber Orchestra will perform in its home city of Edinburgh no less than 28 times in the forthcoming 40th Anniversary season. The programme for the 2013/14 Season is announced on Thursday 14 March.

Virgin Money has been the headline sponsor of the Fireworks Concert since 2011 and its corporate headquarters are based in St Andrews Square, alongside Virgin Money's Edinburgh customer lounge.

Paul Lloyd, Virgin Money's Marketing Director said:- 'Virgin Money is proud to be the headline sponsor of the Festival's Fireworks Concert. Last year's event was a magnificent

spectacle and was a perfect fit in the year of the Queen's Diamond Jubilee. The Fireworks Concert is a fitting finale to a Festival with a global reputation and we are delighted to announce that Virgin Money will continue as headline sponsor for the next two years."

Roy McEwan, Scottish Chamber Orchestra Chief Executive said:-

We are overjoyed that Virgin Money will continue to sponsor the Fireworks Concert for a further two years. Virgin Money has become a major presence in Edinburgh's financial sector and we are delighted with their continued engagement in Edinburgh's cultural life. Also being our Principal Sponsor, we have formed a great partnership with Virgin Money and together with the Edinburgh International Festival we are developing what will be a spectacular concert for the 30th Fireworks Concert.

Jonathan Mills, Edinburgh International Festival Director said:- 'We are delighted after two years of supporting our stunning fireworks finale that Virgin Money has decided to continue its sponsorship of the Virgin Money Fireworks Concert for a further two years. Virgin is one of the world's most innovative commercial brands, and we are delighted to be associated with Virgin Money. The company has already proved itself a strong new player in Scottish corporate life, and we are pleased it is engaging with enthusiasm in Edinburgh and Scotland's cultural life.'