

La Favorita gives the Fringe a 'pizza de action'



Edinburgh's leading home delivery pizza firm, La Favorita Delivered, has put £25,000 into sponsoring Freestival, the provider of free entry shows as part of the City's Fringe .

The month long event is branded "La Favorita Freestival".

The sponsorship is matched by a grant from Arts & Business Scotland. The money has been used to provide free entry to shows and to create quality venues for comedians, cabaret artists and musicians who might otherwise struggle to afford suitable performing platforms using the traditional paid venues.

This inaugural Freestival is providing 14 performance spaces ranging from 45 to 150 audience capacity, six central Edinburgh and new town venues and two music venues. They will host more than 130 performances with a daily venue capacity of around 10,750.

SNP councillor and Festivals Champion, Steve Cardownie believes that the arts in Scotland need the support of local businesses if the sector is to develop and grow.

"The partnership between La Favorita, the Freestival organisers and Arts & Business Scotland shows what can be done if people are willing to work together. It also shows that you don't have to run a big business to make a meaningful contribution to the arts in Scotland".

La Favorita Delivered Chief Executive, Kenneth Scott said: "We are proud to help boost the profile and reach of the arts in Scotland. Freestival's innovative approach to venues and

performers mirrors our own towards pizzas”.

Jools Constant, Freestival Venue Coordinator, said, “It’s great that somebody like Councillor Steve Cardownie recognises our hard work and what we bring to the Fringe table. We are looking forward to a continuing partnership with La Favorita Delivered and Arts & Business Scotland, wit them on board plus our talented team and brilliant performers we have all the ingredients for a fantastic Fringe.”