

# Old Town Chambers — #Blogmanay starts here!



Old Town Chambers, five star serviced apartments in Edinburgh, is opening the doors to its luxury Penthouse tomorrow, to officially launch #blogmanay, Edinburgh's Hogmanay social media project.

18 bloggers from across the globe will attend the event before exploring the capital and blogging about what they see over the next two weeks, visiting a variety of different hotels, venues and landmarks. This includes six of China's most influential travel bloggers who boast a combined reach of more than ten million people.

Top chef, Tony Singh, will also be on hand at the launch to cook up a delicious selection of food for the online bloggers including Venison Pani Puri with tamarind and a whisky shot, followed by herb stovies with wild mushrooms in a HP jus.

Gavin MacLennan, General Manager of Old Town Chambers, said: "We are thrilled and honoured to be hosting the opening night of #blogmanay. It's such an exciting initiative that lets the world see what Edinburgh has to offer right across the festive period.

"Some of the bloggers we have visiting, have hundreds of thousands of followers, so it's an extremely unique way of letting so many people from all corners of the globe, catch a glimpse of the city at what can arguably, be one of the best times of the year."

Old Town Chambers will welcome the bloggers from 5.45pm on the 29<sup>th</sup>, when they will hear from both Gavin MacLennan and Alan Thomson of Edinburgh's Hogmanay about what the city has to

offer and most interesting places to visit.

Festivals Edinburgh and Marketing Edinburgh are behind the #blogmanay project and will host the bloggers throughout their stay, working with a variety of festival partners, including Visit Scotland and the Fringe.

Gavin added: "Hopefully we meet some interesting people at the launch that we can welcome back again throughout the year, and that they thoroughly enjoy their stay here in Edinburgh."

The bloggers who will attend the launch include: Tao Yingying, Xu Yaogui, Zhang Yuanyuan, Fan Yibo, Siena Zhang and Xi Xi Zheng.