

# Virgin Money confirms sponsorship of Festival Fireworks for next three years

Virgin Money Renews Headline Sponsorship of the World's Favourite Fireworks Concert as 70<sup>th</sup> Anniversary International Festival draws to a Spectacular Close



On Monday night the *Virgin Money Fireworks Concert* drew the 70<sup>th</sup> Anniversary Edinburgh International Festival to a stunning close. The skies above Edinburgh Castle filled with fireworks bursting 225 metres high to the closing bars of Sir Peter Maxwell Davies's epic *An Orkney Wedding, with Sunrise*, ending with the special appearance of solo bagpiper Robert Jordan to close the concert in suitably celebratory fashion.

*A tiny flavour of the [@VirginMoney](#) Festival Fireworks. Future now assured with new three year deal. [pic.twitter.com/uwvKvPuiEc](http://pic.twitter.com/uwvKvPuiEc)*

*– Edinburgh Reporter (@EdinReporter) [August 28, 2017](#)*

Following the event, organisers confirmed that Virgin Money will continue as headline sponsor of the Fireworks concert performed by the Scottish Chamber Orchestra, for the next three years.

This year's Fireworks Concert marks the seventh anniversary of Virgin Money's support of the event, having come on board as

title sponsors in 2011. In that time over 1,500,000 spectators have enjoyed the event from vantage points across Edinburgh and beyond, with an estimated 2.5 million fireworks having exploded over Edinburgh's Castle. The company's corporate headquarters are based in St Andrew Square, alongside Virgin Money's Edinburgh customer lounge.

Around 250,000 spectators watched the event tonight across Edinburgh, the Lothians and Fife, with visitors to the Scottish capital joining residents to fill Princes Street Gardens, the surrounding streets and vantage points across the city, to enjoy the annual finale to the International Festival and the closing event of Edinburgh's 70<sup>th</sup> anniversary festival season.

More than 400,000 fireworks were launched during the concert in a display designed by Keith Webb of Pyrovision, synchronised perfectly to music performed live by the Scottish Chamber Orchestra, conducted by Clark Rundell.

There was a distinctly Scottish identity to pieces by classical composers Sir Peter Maxwell Davies, Sir James MacMillan and Sir Malcolm Arnold, in an extended programme which included Scottish and Gaelic songs performed by Capercaillie vocalist Karen Matheson to special orchestral arrangements.

The concert also featured Tchaikovsky's sumptuous music from his ballet *The Sleeping Beauty*.

The three event partners, Edinburgh International Festival, Scottish Chamber Orchestra and Virgin Money, are delighted to continue to offer a celebration which the whole city and its residents can share in, giving everyone more to enjoy on the final day of the summer festivals.



**Andrew Nicolson Brand Director at Virgin Money** said: "Virgin

Money is delighted to continue its sponsorship of the Fireworks Concert and we look forward to continuing to work with the Edinburgh International Festival and the Scottish Chamber Orchestra on this wonderful event. This annual spectacular brings a fitting finale to an amazing 70th anniversary International Festival in the world's greatest festival city."

**Gavin Reid, Scottish Chamber Orchestra Chief Executive said:** "Many congratulations to the International Festival on their hugely successful 70th Anniversary year, and our thanks to the wonderful Karen Matheson for joining the Scottish Chamber Orchestra on stage this evening.

"The concert is an enormous collective effort from the whole of the city and we thank all our technical and health & safety partners, the City of Edinburgh Council and Forth 1 for their valued ongoing support of the *Virgin Money Fireworks Concert*. We are very proud to work with our event sponsor Virgin Money and are delighted with their continued support of the arts in Scotland."

**Fergus Linehan, Edinburgh International Festival Director** said: 'We are delighted that Virgin Money has decided to continue this valuable partnership with the International Festival and the Scottish Chamber Orchestra.

"The *Virgin Money Fireworks Concert* is one of the most spectacular events in Edinburgh's calendar and is beloved by Edinburgh's residents and visitors alike. Virgin Money have been an integral partner in the success of the event and we look forward to working with the team to deliver exciting and innovative concerts over the next three years."

**Photos by John Preece**