

# Theatre News – Rowan Glen sponsors King’s ‘Cinders’



Say ‘CHEESE! ‘Cast & Sponsors say, ‘This was a ‘mooving’ occasion for all of us.’

Our friends at The King’s Theatre have a tasty Panto treat to announce – and are they not just milking it! With over 70,000 tickets already sold, Rowan Glen, one of Scotland’s dairy brands, has been announced as the official sponsor of the King’s Theatre Edinburgh pantomime title, Cinderella.

The partnership was launched with a first look at the stars in their costumes for this year’s family extravaganza. Resident dame Allan Stewart, who plays the Fairy Godmother, resident ‘eejit’ Andy Gray who plays Buttons and resident villain Grant Stott who plays Hibernia Hardup, Cinderella’s wicked stepmother, were joined by Donny Gillies, Rowan Glen Commercial Manager and Bonnie, the brand’s mascot, to get the party started on Scotland’s biggest panto.

“Rowan Glen is delighted to sponsor this year’s pantomime at the King’s Theatre, Edinburgh. The pantomime brings so much enjoyment to families from across Scotland and is an annual festive highlight for many children and adults alike. We are proud to now be a part of that tradition.”

Arts & Business Scotland will provide match-funding of Rowan Glen’s sponsorship through their Culture & Business Fund Scotland (CBFS), which aims to encourage active collaboration between businesses and the cultural sector by matching sponsorship of cultural projects pound for pound.

Duncan Hendry, Chief Executive of the King's Theatre Edinburgh, added:



She's behind you... Pull the udder one!

"I would like to take this opportunity to thank Rowan Glen. We are thrilled to have such a quality Scottish brand support the King's panto. Their sponsorship means we can make it an even bigger and better show than ever before and with the added support from Arts & Business Scotland's CBFS, our performances will be able to be enjoyed by more people than ever before."

The CBFS funding will enhance Rowan Glen's sponsorship by providing additional promotional opportunities and supporting the King's Theatre's wider family show and schools programme, including a Relaxed Panto performance for children and adults with additional needs.

Tickets can be booked on 0131 529 6000 or [online here](#)