

Johnnie Walker partnering up with Edinburgh Festival Fringe

Johnnie Walker one of Scotland's most famous whisky brands is blending with the Edinburgh Festival Fringe to celebrate Scottish culture.

During the Fringe 2-26 August 2019 the Johnnie Walker striding man statues will be placed all over the city signposting the way to shows and events.

There will also be a Fringe Club at the Johnnie Walker bar open for the month long festival.

Some venues will have a top hat design to mark the brand's involvement and there will be whisky on offer in a variety of new and different ways.



Diageo, Johnnie Walker, Edinburgh Festival Fringe. Photo – Mike Wilkinson

Johnnie Walker is developing the new Experience in the old Binns building at the West End and in the past 12 months they have partnered with Edinburgh's Christmas and Hogmanay. They are also investing in the upcoming Edinburgh International Film Festival.

John Williams, Global Brand Director Johnnie Walker said: "The Edinburgh Festival Fringe is the most famous and respected

cultural festival in the world and we're honoured to be part of it. One of the charms of the festival is how visitors are encouraged to explore new shows and acts and discover new parts of the city, and we're looking forward to making Johnnie Walker a part of their experience in the heart of Edinburgh this summer."

Shona McCarthy, Chief Executive of the Edinburgh Festival Fringe Society, said: "The Edinburgh Festival Fringe Society are delighted to welcome Johnnie Walker as the official whisky of the Fringe and sponsor of our Fringe Friends programme. It's fitting to see two iconic Scottish brands coming together to celebrate the very best of culture and creativity on a global stage.

"This partnership will provide essential support to the Fringe Society in our work assisting participants and audiences from around the world, and will help ensure our Fringe Friends have the best possible festival experience."

Johnnie Walker exports seven bottles every second around the world. The Edinburgh Festival Fringe is the greatest show of culture and arts with more than 50,000 performances and 3,400 shows. There were 2.84 million tickets sold last year which is second only to the Olympics in terms of global ticketed events.



Diageo, Johnnie Walker partnering with Edinburgh Festival Fringe. Photograph: Mike Wilkinson...2019 PHOTO Mike Wilkinson.