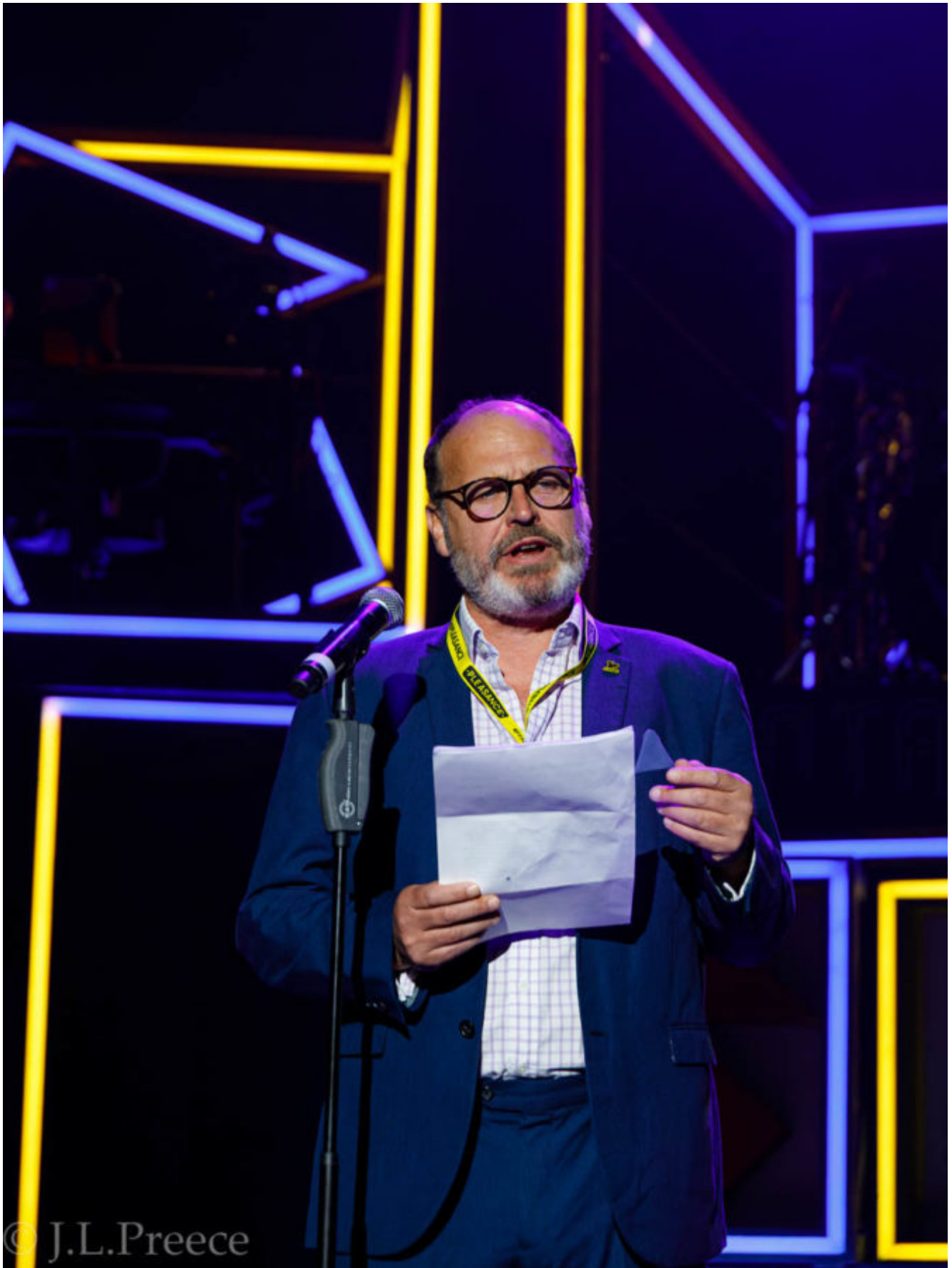


Love the Fringe – a good deal for audiences and performers

Several Fringe producers have collaborated on the new Love the Fringe subscription service which is hoped will be good for audiences and performers.

Subscribers will be able to double the value of their tickets by signing up and the proceeds will go directly to artists, producers and venues involved with the Fringe – as their strapline says “Making your Fringe pound go further”.

The scheme will raise awareness and also much needed finance for the event and those who put on shows or perform in them. It has been developed by EdFest (Assembly, C ARTS, Gilded Balloon, Just the Tonic, Pleasance, theSpaceUK, Underbelly and ZOO) and the 50 members of [Fringe Alliance](#) in a large consortium but is open to any organisation or artist working at the Fringe.



Anthony Alderson addresses the audience at the Pleasance Opening Gala, The Pleasance, Edinburgh, 6th Aug 2022 – Pleasance Director Anthony Alderson © 2022 J.L. Preece
Anthony Alderson, Director of the Pleasance and representative

of the Fringe Alliance stated: “Love the Fringe is more than just a subscription scheme; it’s a unifying initiative to align the interests of the diverse organisations and individuals that make the festival happen. The Edinburgh Festival Fringe remains the world’s most prominent festival, open to anyone with the determination to participate. With over 50,000 people contributing to the shows, we want to celebrate this extraordinary event and ensure access remains open to all that wish to take part. We want to see Love for the Fringe across the whole city. “

Council Leader Cammy Day said: “Edinburgh’s festivals continue to command the world’s attention each and every year – but we can’t be complacent. That’s why I’m excited to see some of our best-known festival producers coming together to launch Love the Fringe.

“Any scheme that supports, encourages and enhances our fantastic festivals programme is to be welcomed, not least when the income it generates goes directly into the pockets of the artists, venues, and producers.

“I’d encourage all festival lovers – whether you’re a resident, visitor or business – to support and sign up to Love the Fringe.”

Love the Fringe subscriptions come in five tiers, each designed to enhance the festival experience. Benefits include free tickets to participating performances, discounts at bars and local businesses across the city. Love the Fringe also includes access to exclusive Fringe performance discounts and discounted access to the Scotsman online for the month of August. Detailed information on all the benefits and subscription tiers is available on the Love the Fringe website, www.lovethefringe.com

Shows which take part will commit 2% of their ticket allocation. Love the Fringe hopes to generate sales of around

£500,000, which could mean as much as £400,000 going directly to performers and others.

Local businesses can take part by buying a corporate membership or by offering discounts through Love the Fringe.

Love the Fringe membership starts at £20 and is available to buy online at www.lovethefringe.com

