

# Paint the town pink on Pink Wednesday

It's time to paint the town pink once more as Gilded Balloon holds their legendary Pink Wednesday – a 24 hour charity day with £5 tickets for some of the Fringe's most in-demand shows.

Gilded Balloon's staff, performers and customers join together to wear pink and fundraise for this year's charity partner **Waverley Care**, all whilst enjoying discounted tickets for Fringe shows, fancy dress, competition prizes and more.

With 130 shows in two venues in 2024, Patter House and The National Museum of Scotland, fans can snap up £5 tickets for comedy, theatre, family, cabaret and more, with a percentage of ticket sales donated directly to Waverley Care, Scotland's leading HIV and hepatitis C charity.

Acts raising funds for Waverley Care include **Jack Docherty in The Chief – No Apologies**, **Martin Brock**, **Juliette Burton**, **Hypnotist Matt Hale**, **Chris Hall**, **Pop Off**, **Michelangelo**, **Grace Campbell** and more, with £5 tickets available for these shows via Gilded Balloon's box offices and websites. Visit [tickets.gildedballoon.co.uk](https://tickets.gildedballoon.co.uk) to view all shows offering £5 tickets today across family, comedy, cabaret, theatre, magic and more.

*Ts&Cs: £5 plus handling fees. Tickets to participating shows only, whilst stocks last*

Traditionally nicknamed 'Black Wednesday' and known as a day of slower ticket sales across the Fringe, Gilded Balloon introduced Pink Wednesday in 2018 to encourage locals and Fringe fans to take a chance on a new show and enjoy discounted tickets, all whilst raising vital funds for charity. Each £5 ticket sold will see money donated to Waverley Care, as well as charity staff fundraising throughout the day with bucket collections, QR codes and information points.

Waverley Care was founded in 1989 in response to the HIV epidemic in Edinburgh, the charity now focuses on ending new HIV transmission in Scotland by 2030, while continuing to support people and communities affected by HIV, hepatitis C and sexual health inequalities.

Katy and Karen Koren, Artistic Directors of Gilded Balloon said, "It's officially time to paint the town pink again as we launch £5 tickets for one day only, in support of the wonderful Waverley Care. Pink Wednesday is a chance for acts, customers and staff to join together and raise money for charity, support our brilliant artists and see some fantastic shows for only £5. It's a great opportunity to take a chance on something new and buy a ticket for a show you haven't heard of before, and maybe discover your new favourite comedian!

"We're thrilled to see so many acts opt in to support Waverley Care by donating a percentage of their ticket sales for today to the charity, as they do unparalleled and vitally important work across Scotland. We hope everyone embraces the Pink Wednesday spirit, dons their best pink outfits today and comes down to get involved!"

Grant Sugden, Chief Executive, Waverley Care said, "Waverley Care is delighted to be chosen as Gilded Balloon's charity partner for this year's Pink Wednesday event. This collaboration is an incredible opportunity to tackle HIV stigma and raise vital funds.

“Scotland is on the verge of becoming one of the first countries to achieve zero new HIV transmission. To reach this goal, we need more people to get tested, to improve access to HIV prevention medication Pre-Exposure Prophylaxis (PrEP), and to end harmful HIV stigma.

“We look forward to engaging with people attending shows, sharing our mission to end new HIV transmission by 2030, and raising money to support those affected by HIV and hepatitis C across Scotland.”

Waverley Care is Scotland’s leading HIV and hepatitis C charity, and everything they do is guided by the experiences of the people they work with – this ranges from shaping the services they deliver through to how they influence national policy around sexual health and blood-borne viruses (BBVs). Waverley Care’s vision is a Scotland where anyone living with or at risk of HIV can expect to be treated with acceptance, support and respect.

[www.waverleycare.org](http://www.waverleycare.org)

Tickets via [www.tickets.gildedballoon.co.uk](http://www.tickets.gildedballoon.co.uk)

