



Edinburgh's Christmas part of nationwide cultural movement with a positive social impact

- Edinburgh's Christmas will be part of the inaugural **St Andrew's Fair Saturday**, a partnership between the Scottish Government and the Fair Saturday Foundation to deliver the pilot edition of St Andrew's Fair Saturday.
- All proceeds from ***Silent Light***, this season's flagship event, on 1 December are going to support three charities: **Deafblind Scotland, National Deaf Children Society** and **Royal National Institute of Blind People**.

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www.edinburghschristmas.co.uk



Edinburgh's Christmas 2018 is part of St Andrew's Fair Saturday on 1 December with all proceeds on that day from the season's flagship event, *Silent Light*, going to support three Scottish charities working with deaf, blind and deafblind people. St Andrew's Fair Saturday is a new initiative delivered in a partnership between the Scottish Government and the Fair Saturday Foundation.

Taking place on December 1st, St Andrew's Fair Saturday, is a mass celebration of arts and culture while supporting social causes. Scotland will be the first country to celebrate it as a nationwide festival in 2018.

Silent Light is a brand-new spectacular event at Edinburgh's Christmas 2018 which is bound to brighten up even the Grinch's day! In a global first, Underbelly has invited the team behind the Fringe 2018 hit, Silent Adventures, to collaborate with Edinburgh's Christmas on a unique outdoor event for people of all ages to enjoy.

Fusing the stunning hit of Edinburgh's Christmas 2016, *Street of Light*, with a silent street disco, *Silent Light* was born: a festivity like no other, with people dancing and singing underneath a spectacular architectural installation of archways festooned with thousands of lightbulbs synchronised to music! Getting everyone's Christmas groove on thanks to a rich playlist of first-class tunes, *Silent Light* is perfect Christmas entertainment. With 3 different shows to choose from (Santa's Sparkles, especially suitable for families, Christmas Crackers with all your favourite festive tunes and Disco Delights for the party crowd), *Silent Light* takes place up to 5 times a day between 4.45pm and 10pm, each slot 20 minutes long.

As well as forming part of St Andrew's Fair Saturday, *Silent Light* is also supporting One City Trust, a charity fighting inequality and exclusion in the city, by donating 50p from every ticket purchased (excluding 1 December), and 26,000 free tickets are also being made available to charities working for local residents in Edinburgh.

Silent Light is supported by Essential Edinburgh, The Principal Edinburgh Charlotte Square and Signature Pub Group.

Charlie Wood and Ed Bartlam, directors of Underbelly who produce Edinburgh's Christmas said: "Christmas is a time of giving so we are proud to be part of Scotland's St Andrew's Fair Saturday, the first nationwide celebration of culture's positive effect on society. We hope, through people joining in the joyous *Silent Light* – an event combining a spectacular light display with top tunes – we'll raise thousands of pounds to support the work of Deafblind Scotland, National Deaf Children Society and Royal National Institute of Blind People and support the success of this new initiative."

Jordi Albareda, the Founder of Fair Saturday said: "We are very excited to be working with Underbelly and Edinburgh's Christmas as part of the programme of St Andrew's Fair Saturday next December 1st. On that day, the City of Edinburgh will celebrate Christmas, Scotland's vibrant culture, its role in the positive transformation of society and the wider celebration of St Andrew's Day all across Scotland. All of this connected with hundreds of events that will be taking part in Fair Saturday worldwide. It is an honour for us to bring to Scotland a project born in the Bay of Biscay in 2014 and launch this first edition of the festival hand in hand with Edinburgh's Christmas, proving together that arts and culture are essential in today's society."

/ENDS

Notes to editors:

Facebook: facebook/edinburghschristmas

Twitter: @EdXmas

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Tickets for all ticketed events are available from:

www.edinburghschristmas.com / 0844 545 8252

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About Underbelly

Underbelly is a UK based live entertainment company the beginnings of which are rooted in the Edinburgh Festival Fringe in 2000. Its events and festivals division now operates one of the largest operations at the Fringe, selling over 460,000 tickets for over 200 shows in 22 venues over 25 days in 2018.

2018 is the sixth Edinburgh's Christmas that Underbelly has produced for City of Edinburgh Council (2017/18 saw a record breaking 781,520 tickets issued to visitors from 47 different countries), and the second Edinburgh's Hogmanay also on behalf of City of Edinburgh Council, which in 2018 welcomed 160,000 over 3 days.

Elsewhere Underbelly also produces Underbelly Festival on the Southbank in London, this year in its 10th year and one of the biggest multi-arts offerings in London, Christmas in Leicester Square, Udderbelly Festival in Hong Kong, West End Live in Trafalgar Square for Westminster City Council and the Society of London Theatre.

Through its Underbelly Productions arm it produces and promotes live shows in London's West End at the Edinburgh Fringe, and throughout the UK and on tour internationally.

In 2017 Underbelly sold over 1.4 million tickets to its various events.

www.underbelly.co.uk

Silent Light – George Street

19 November – 1 January

16.45pm – 10pm

Brand-new spectacular Silent Light is bound to brighten up even the Grinch's day!

In a global first, Underbelly has invited the team behind the Fringe 2018 hit, Silent Adventures, to collaborate with Edinburgh's Christmas on a unique outdoor event for people of all ages to enjoy.

Fusing the stunning hit of Edinburgh's Christmas 2016, Street of Light with a silent street party, Silent Light was born: a festivity like no other, with people dancing and singing underneath a spectacular architectural installation of archways festooned with thousands of lightbulbs synchronised to music! Getting everyone's Christmas groove on thanks to a rich playlist of first-class tunes, Silent Light is perfect Christmas entertainment.

With 3 different shows to choose from (Santa's Sparkles, especially suitable for families, Christmas Crackers with all your favourite festive tunes and Disco Delights for the party crowd), Silent Light takes place up to 5 times a day between 4.45pm and 10pm, each slot 20 minutes long.

Silent Light is supported by Essential Edinburgh, The Principal Edinburgh Charlotte Square and Signature Pub Group.

Doors open 30 minutes prior for the collection of headphones. Please enter through the location given to you on your ticket.

£4.50

50p from every ticket sold will be donated to One City Trust.

A group discount for 5 or over will apply, please see website for details.

No shows 25th, 30th & 31st

Times, dates and themes may vary. Please check the Edinburgh Christmas website for more details.

Show Times

16.45

18.00/18.15

19.30

20.30/20.45

21.40

Between 2 and 4 shows a day from Monday 19 November and Tuesday 18 December with the 4 shows taking place at the weekend. Wednesday 19 December – Sunday 30 December 3 – 5 shows a day to tie in with school holidays over the Christmas period.