



IT'S BEGINNING TO LOOK ALOT LIKE...

## EDINBURGH'S CHRISTMAS

**19 November – 4 January**

On behalf of the City of Edinburgh Council, Underbelly announces **that tickets will go on sale for Edinburgh's Christmas 2021 on Friday 22 October at 10am.**

- Tickets will be on sale for selected rides and attractions.
- The much-loved ice rink returns, sponsored by Lidl GB and partnered by Essential Edinburgh.
- East Princes Street will see the return of festive food & drink and the Christmas Market.
- West Princes Street will include Santa Land, featuring the magical Santa's Grotto and family friendly attractions.
- EH postcodes receive 20% discount.

Edinburgh's Christmas is back and set to **bring festive cheer to the heart of the city.**

This year we see the return of the city's much-loved Christmas ice rink, sponsored by Lidl GB and partnered by Essential Edinburgh, in its new home on George Street. The firm favourite will include a first for Edinburgh's Christmas, skate up festive food and drink offerings alongside family sessions.

**Lidl on Ice will open on 19 November.**

Once again East Princes Street Gardens hosts one the UK's favourite Christmas Markets. **The fantastic festive market will offer a wide range of European and local food, drink and crafts** which are bound to get you into the Christmas spirit. **The Forth 1 Big Wheel** will return, alongside the **Star Flyer**, all against the backdrop of the iconic Edinburgh Castle. **Edinburgh's Christmas at East Princes Street Gardens will open on 20 November.**

In a first for Edinburgh's Christmas, those looking to get to the top of the nice list will find the city's magical **Santa's Grotto in West Princes Street Gardens.** The lower gardens will be transformed into

Santa Land featuring **family friendly attractions** including the Christmas Tree Maze and market stalls, full of festive treats and gifts. **Santa Land will open on 19 November.**

**Tickets for Ice Skating, Santa’s Grotto, The Forth 1 Big Wheel and Star Flyer are now available to purchase through the [Edinburgh’s Christmas](#) website.** Those with an EH postcode receive 20% off their tickets.

This year, Edinburgh’s Christmas is going contactless and introducing a new **‘tap and ride’ scheme**, rather than purchasing tickets from the traditional box office you will be able to purchase your ticket at each ride.

Further additions to the programme include:

**Winter Windows** will return throughout the city, and this year’s theme is “Connections and Kindness”. This special creative project encourages Edinburgh’s young and budding artists to showcase their talents to residents and visitors outside of the classroom. School pupils are invited to design their own stained-glass window to be displayed in our streets and community hubs. This year’s theme allows Edinburgh’s school children to reflect on the connections made and kindness that they received and gave during the global pandemic.

**The Nativity Scene, which this year** moves to St Andrew Square. **The Nativity Carol Concert**, organised in conjunction with Edinburgh Churches Together, takes place on **28 November in St Andrew Square.**

Following on from the success of the Light Night rainbow installation on the Mound in 2020, Edinburgh’s Christmas is working with Edinburgh based artist Hannah Ayre who will produce a beautiful **contemporary art installation, illuminating the Mound** with cascading geometric snowflakes. This installation will sit alongside Edinburgh’s Christmas tree donated by the Hordaland County Council in Norway and will replace the Light Night event. **The Mound installation will be illuminated from 20 November.**

**The Neighbourhood Market** will return in 2021 and offer free listings for local Edinburgh businesses and attractions to showcase their products. In 2020, 207 local Edinburgh businesses showcased their products on the Edinburgh’s Christmas website.

To make sure Edinburgh’s Christmas is an experience as enjoyable as possible to all, Underbelly is pleased to be offering **sensory packs** to children and adult visitors with additional needs. These will be **available to hire, free of charge**, and will contain a fidget toy, earplugs, water bottle, stress

reliever and ear defenders. These items are designed to help users relax in situations they might find stressful. The sensory packs are designed and kindly provided by the Edinburgh Festival Fringe Society.

Underbelly is meticulously planning Edinburgh's Christmas with Covid-19 in mind and is dedicated to creating a **safe and fun environment for the 2021 Christmas celebrations**. Working closely with the City of Edinburgh Council and Essential Edinburgh, Underbelly has created an unmissable festive programme, **helping to boost domestic tourism and reinvigorating Princes Street and the surrounding areas**. Edinburgh's Christmas is designed to support economic recovery across the capital, driving footfall to the wider city centre area, bringing some much-needed cheer and happiness to both residents and visitors to Edinburgh.

This year's festivities will also support Edinburgh's Social Inclusion charity, the OneCity Trust with **donations being taken at point of sale on the Edinburgh's Christmas website and collection points at bars**.

**Underbelly Co-Directors, Charlie Wood and Ed Bartlam said:** *"The Underbelly team has been working tirelessly to create a bespoke Edinburgh's Christmas programme that not only provides unforgettable memories and experiences, but also makes visitors feel safe and at ease at all times.*

*"It's been a very challenging couple of years for everyone but our proposed plans for Christmas are designed to support economic recovery throughout the capital, and to help Edinburgh be together again."*

**Roddy Smith, Chief Executive and Director of Essential Edinburgh said:** *"We're delighted to be able to partner with Underbelly to restore Edinburgh's world-renowned festive celebrations for 2021. This year's event has been designed to provide a much-needed boost to local business by supporting footfall throughout the wider city centre, providing more businesses with the chance to reconnect with residents and visitors to our spectacular capital city. We are especially pleased to support the fantastic ice rink on George Street which I am sure will be a great hit with everyone."*

**Edinburgh's Lord Provost and President of the OneCity Trust Frank Ross, said:** *"The festive season is a very special time for our city and our communities and I'm sure this year's programme will be warmly welcomed by residents and visitors.*

*“Whilst the safety of everyone remains a priority it will be fantastic to see people coming together again and enjoying Edinburgh’s Christmas this year where there really is something for everyone. Festive favourites like the big wheel and the Christmas market will be back and it’s great that the fun is spread out a bit further this year, with Santa Land in West Princes Street Gardens and a magical festive ice rink at the west end of George Street. It promises to be a cracking Christmas party for everyone to enjoy.”*

**Commenting on the partnership with the OneCity Trust, he added:** *“After months of lockdowns and social distancing, tackling the challenge of social isolation and inequalities has never been more pressing. Partnerships such as this with Underbelly and Edinburgh’s Christmas are crucial to our work. Not only will the return of Edinburgh’s Christmas help bring people back together and promote social inclusion, but the money raised will be a vital lifeline for so many community projects across Edinburgh through our main grant funding programme.”*

**ENDS**

**For more information, please contact [underbelly@stripecommunications.com](mailto:underbelly@stripecommunications.com) or call 07966 841**

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## LISTING INFORMATION



### **Edinburgh's Christmas 2021**

**19 November – 4 January**

Facebook: EdinburghsChristmas

Instagram: EdinburghsChrstitmas

Twitter: EdXmas

Website (and to subscribe to the Edinburgh's Christmas newsletter): [www.edinburghschristmas.com](http://www.edinburghschristmas.com)

**For Photography please see [HERE](#)**

*Prices start from £6. EH postcodes receive 20% off*

#### **Edinburgh's Christmas, East Princes Street Gardens**

20 November – 4 January

#### **Santa Land, West Princes Street Gardens**

19 November – 4 January

#### **Lidl on Ice, George Street**

19 November – 4 January

#### **Winter Windows around the city centre**

19 November – 4 January

#### **Edinburgh's Christmas Neighbourhood Market Place**

20 November – 4 January

**Notes to Editors:**

**ABOUT UNDERBELLY**

Underbelly is a UK based live entertainment company specialising in the creation, curation and management of large-scale cultural events and festivals with a particular focus on city centres. Established in 2000 at the world-renowned Edinburgh Fringe Festival, Underbelly has since produced events in locations from theatres to roundabouts in London, Edinburgh and Hong Kong.

Our current Scottish events and festivals include Underbelly at the Edinburgh Fringe, Edinburgh's Christmas and Edinburgh's Hogmanay Festival (both for City of Edinburgh Council). In 2020, in lieu of live events, we produced FareWell for the online Edinburgh's Hogmanay celebration which was watched by over 6.5 million people.

In London we produce Underbelly Festival, StreetEat, which was one of the first outdoor COVID safe events, London Wonderground, Christmas In Leicester Square and Christmas in Trafalgar Square (both for Westminster City Council). We are also the event production partner for WestEnd Live in Trafalgar Square (on behalf of Westminster City Council and Society London Theatre) and Pride in London, the second largest one day event in London.

We love creating fantastic and unique pop-up events. We love entertaining. We love creating something for all ages and all tastes to enjoy. Most of all, we love live entertainment and events. In 2019, we sold over 1.4 million tickets to events and productions that we produced and welcomed more than 9 million people to our event and festival sites

