



Announcing the newest addition to Edinburgh's summer:

THE FESTIVAL WHEEL

14 July – 31 August 2014

10.00am – 10.00pm

embargoed till 12 noon Thursday 12th June

Today Underbelly is delighted to announce the newest addition to the Edinburgh Festival season: the Festival Wheel. Located in the heart of the city centre at East Princes Street Gardens, the observation wheel will give unrivalled views of Edinburgh during the summer months. The Wheel returns to the City after a very popular run at Edinburgh's Christmas which saw over 120,000 people over six weeks taking to the sky.

Families will be able to buy a family ticket (for two adults and two children) and Edinburgh residents will get a further discount of 20% off all tickets, ensuring that the fine folk of Edinburgh can enjoy this truly unique experience.

Edinburgh's Festival and Events Champion Councillor Steve Cardownie said: "The Edinburgh Wheel was a fantastic addition to Christmas celebrations in the Capital, with tens of thousands of residents and visitors enjoying spectacular views over the city, and I am delighted to announce that it will be back for a six week run over the summer Festival season."

"This summer, music and content from some of the brightest and best Edinburgh Festival acts will be played in each of the wheel booths, allowing revellers to experience the sights and sounds of the festival while promoting some of the acts that will perform in the city."

"I am especially pleased that a special discount will be offered to Edinburgh residents and I encourage families from across the city to visit Princes Street Gardens for a great view of the Capital. The revenue raised from the Edinburgh Wheel will also directly support future improvements to the Gardens, including funding of the Ross Fountain and Theatre, with the aim of maintaining the park as a beautiful place to visit in Edinburgh."

A wheel first appeared at Edinburgh's Christmas 14 years ago. In November 2013, Underbelly unveiled a brand new big wheel to the capital which was more modern and of a higher quality. Standing at over 42 metres high, it provides stunning views of Edinburgh Castle, the Old and New Towns and weather permitting, to Fife and the Pentlands, all from the comfort of one of 36 fully enclosed pods. As high as eight buses and decorated with more than 20,000 lights, the Dutch-made Ferris wheel is a fantastic family attraction for local residents and visitors alike.

To celebrate the Festival season, passengers will hear short extracts of shows from the summer festivals, including the Edinburgh Jazz and Blues, The Tattoo, Edinburgh International, Edinburgh Festival Fringe and Edinburgh International Book Festivals, as they ride in their pod (there will be between 108 and 216 different recordings).

For further information please contact:

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BOOKING INFORMATION

Tickets go on sale on 1 July.

Pricing: £8 Adult, £6 child (up to 15 years)
£25 Family ticket (two adults, two children)
20% discount off all tickets for Edinburgh residents with an EH postcode.

Online: www.thefestivalwheel.com

By Telephone: 0844 545 8252

Lines are open from 10am – 8pm, 7 days a week.

NOTES TO EDITORS

About Underbelly:

Underbelly is a UK based, live entertainment company. Their events and festivals division operates one of the largest operations at the Edinburgh Festival Fringe selling over 220,000 tickets in 2013. 2014 marks the sixth year of Udderbelly Festival at Southbank Centre and the third year of London Wonderground at Southbank Centre. Elsewhere Underbelly also produces Edinburgh's Christmas; Comedy Hullabaloo with the RSC in Stratford-upon-Avon; West End Live in Trafalgar Square for Westminster City Council and the Society of London Theatre; and Pride in London. Through their Underbelly Productions arm they produce and promote live shows in London, throughout the UK and on tour internationally. In 2013 Underbelly sold over 750,000 tickets to their various events. www.underbelly.co.uk