GLASGOW SHORTLISTED FOR 2018 YOUTH OLYMPIC GAMES

Glasgow has been shortlisted by the International Olympic Committee (IOC) as one of three potential host cities for the 2018 Youth Olympic Games (YOG). The announcement was accompanied by a dance flashmob of more than 100 young people, who descended on Glasgow’s Central Station to celebrate and call on the public to support the bid.

The YOG Working Group said Glasgow’s bid was built on good use of existing venues and experience of hosting international multi-sport events, creating a double legacy from the London 2012 Olympic Games and Glasgow 2014 Commonwealth Games.

Sir Craig Reedie, Vice President of the IOC, said, “This is a proud moment for me as a Scot and a Glaswegian. To have my home city shortlisted is a tremendous honour.”

Buenos Aires (Argentina) and Medellín (Colombia) were shortlisted along with Glasgow and the three cities will now go forward to be assessed by the IOC Evaluation Commission in April before a final IOC vote in July.

TRAMWAY TO HOST 2015 TURNER PRIZE

The Turner Prize will be presented in Scotland for the first time in 2015 at Tramway in Glasgow. Scotland’s bid to host the world’s most prestigious touring arts prize was delivered in partnership by EventScotland, Creative Scotland, Glasgow City Marketing Bureau and Glasgow Life.

Following an open submission process, Tramway was selected by a panel, including Tomma Abts, artist and Tate Trustee; Laurence Sillars, Chief Curator, BALTIC; Nicholas Serota, Director, Tate; Caroline Collier, Director, Tate National; and Judith Nesbitt, Head of National/International Initiatives.

Tate Director, Nicholas Serota praised Glasgow’s credentials, saying, “Over the last 20 years, Glasgow and Scotland has gained national and international recognition as a centre of excellence in, and for, the visual arts and for many years artists who are from Scotland or who have trained at the Glasgow School of Art - one of the world’s leading art schools - have been nominated for, or won, the award.”

Fiona Hyslop, Cabinet Secretary for Culture and External Affairs, added, “I am thrilled that the world renowned Turner Prize will be hosted in Scotland for the first time in 2015. Hosting the UK’s most prestigious arts prize at Tramway in Glasgow is not only a reflection of the strength and diversity of the work of Scotland’s artists over many years, but also stands testament to Scotland as the perfect stage for major cultural events and builds on our national and international reputation for cultural and creative excellence.”

The Turner Prize was first shown outside London at Tate Liverpool in 2007. Since 2011 The Turner Prize has been shown at a gallery outside London in alternate years. The Prize, established in 1984 is awarded to a British artist under fifty for an outstanding exhibition or other presentation of their work in the twelve months preceding the shortlist announcement in spring each year.

Scotland and Glasgow, have a long-standing relationship with the Turner Prize, with a number of winners and shortlisted artists either hailing from the city, or having studied at the famous Glasgow School of Art. EventScotland’s investment in Turner Prize 2015 is part of a wider strategic picture which includes our support of the bi-annual Glasgow International Festival of Visual Art and the British Art Show in 2011.

Councillor Gordon Matheson, the leader of Glasgow City Council and Chair of Glasgow City Marketing Bureau, said, “In bringing the Turner Prize to Tramway and Glasgow, we will build on that growing reputation - and following from the ambitious Glasgow 2014 Commonwealth Games Cultural Programme, hosting the Turner Prize will continue to build both audiences and interest in the very best in contemporary visual art.”
**Comment**

**WINTER PROVES A BRIGHT TIME FOR SCOTLAND**

PAUL BUSH, CHEF OPERATING OFFICER, EVENTSCOTLAND

SCOTLAND’S CREDEN TIALS as a leading destination for the world’s best events continue to shine through a strong Scottish partnership. In 2013 EventScotland secured The Turner Prize for 2013, with The Tramway in Glasgow hosting the most famous international arts prize.

Then of course Glasgow’s success in being shortlisted to stage the Youth Olympic Games in 2018 is not only heralding news for a great result but paves testament to the hard work and dedication of all partners involved, whilst confirming the city’s reputation as a leading global sports destination.

Our country’s strong reputation in the events arena continues to be acknowledged by international events owners. We are preparing for SportAccord, in May, where we will once again sell Scotland as a destination and meet with the world’s most influential sports organisations. Collectively, we have much to be proud of.

In this edition of EventScotland News you can read about some of the many great results that the events industry has been delivering through the winter months.

It is no longer a lean period for events, but an inspirational time, when Scotland celebrates some of its most inspiring event properties.

This is reflected in the highly successful Winter Festivals programme, which once again saw the events industry across the country take advantage of the opportunities to attract crowds in celebration of St Andrew’s Day, Hogmanay and Robert Burns.

Set-up events like the UCI Track World Cup and Glasgow World Cup sparked huge interest in the media and amongst sports fans. The mass participation element of the Great Winter Run and Cross Country in Edinburgh proved as popular as ever, and once again showcased Scotland as the perfect stage for events with its stunning setting, which includes Arthur’s Seat and Holyrood Park.

Now, with spring on the horizon, we can look forward to many new events taking place throughout the country. This breadth of activity can be seen in the events we are supporting through our National Events Programme, which feature in this issue of EventScotland News.

2013 also sees us celebrate the latest year of tourism – Year of Natural Scotland. Working with partners across the country EventScotland is working in partnership with the rest of our natural assets in this special year. This work aligns perfectly with the Year of Culture 2013 to encourage people to visit Scotland to see the very best of its offer.

We are now on the final approach to Scotland’s big year - 2014. Here you can learn the latest on plans for record-breaking 2014 and how we are looking to launch what will be an exciting programme of events that will complement the Commonwealth Games and The Ryder Cup. What is clear is there’s lots more to come in 2013 as we prepare to welcome the world in 2014.

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**Creative Places Awards 2013**

In 2013 as we prepare to welcome the world in 2014, this is the second year of the Awards, designed to recognise and celebrate creative programmes in areas outside Scotland’s main cities.

The award for an area with up to 25,000 residents, winning £15,000, was Pathhead, Midlothian, in recognition of the Pathhead Music Collective. The music will go towards increasing performances, educational outreach projects and small festivals. Rallying in Aberdeenshire won £10,000 for an area with up to 10,000 residents. Finally has developed world-class creative links through its ‘Trolls and the Venue’ programme, a re-branding of the town led by artists initiative which involve the whole community. The area has won 130,000 residents, winning £10,000, is Kilmarnock, who have presented an ambitious range of cross art form programming through a year round series of festivals including Kilmaurs Farm Festival, Kilmaurs Fair Festival, Summer Symphony and Harvest and Imprint. The award will enable the East Ayrshire fests to expand their work to regenerate the town centre.

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**International Reviews**

**UCI TRACK CYCLING WORLD CUP**

16TH - 18TH NOVEMBER

THE UCI TRACK WORLD CUP IS a multi-round series of events that sees the best track cyclists in the world compete for World Championship and Olympic qualifying points, as well as determining each country’s international ranking. It is the highest profile annual track cycling series before the World Championships. This was the first time the event had taken place in Scotland, the previous three years having been in Manchester. This thrilling second round of the 2012/13 series debuted the new Sir Chris Hoy Velodrome on the international stage and also profited Glasgow as the host of the next Commonwealth Games. EventScotland supported this event with £180,000, investing in collaboration with British Cycling, and Glasgow Life who also supported the event. Performing to a sellout crowd, Olympic gold medalists Laura Trott and Danni King, alongside 18-year-old Elinor Baxx, were the first to bring Team GB a gold medal in the Women’s Team Pursuit on the first day, but Germany beat GB to gold in the Men’s Team Sprint after GB achieved silver with Ed Clancy filling the place of Sir Chris Hoy in the new look team and transitioning from endurance to sprint. Day two started with an unfortunate accident when the relatively inexperienced GB team crashed out in the Men’s Keirin. However, the women’s team brought the excitement back when Joanna Shoarn and Becky James brought the crowd to their feet after winning gold in the Women’s Team Sprint. Laura Trott then won gold medal in the Omnium on the final day after an explosive race to beat her rival by two places. Germany finished overall winners with GB coming second.

The next major international Track Cycling event is the UCI Junior Track Cycling World Championships, 7th - 11th August.

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**GLASGOW GYMNASTICS WORLD CUP**

**International Reviews**


GLASGOW GYMNAS TICS WORLD CUP

8TH DECEMBER

EMIRATES ARENA, GLAS GOW

**International Reviews**

**ABOVE: GERMANY’S MARCEL NIEßER WINS THE MEN’S COMPETITION AT THE WORLD CUP. LAST SUMMER HE ACHIEVED TWO OLYMPIC SILVER MEDALS AFTER COMPETING IN THE MEN’S ARTISTIC TEAM ALL-AROUND, FLOOR AND PARALLEL BARS AT THE LONDON 2012 GAMES.**

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**GREAT EDINBURGH INTERNATIONAL CROSS COUNTRY**

5TH JANUARY 2013

EDINBURGH

**International Reviews**

**ABOVE: THE ANNUAL CROSS COUNTRY EVENT IN HOLYROOD PARK KICKED OFF THE INTERNATIONAL ATHLETICS CALENDAR. THE WOMEN’S INTERMEDIATE 3MILE WAS WON BY GABRIELE DIAB, THE YOUNGER SISTER OF THREE TIME OLYMPIC GOLD MEDALLIST TOMASIN. AN IMPRESSIVE FINISH SAW HER OUTSPRINT LAST SUMMER’S 5,000M OLYMPIC GOLD MEDALLIST MESERET DEFAR AND THREE TIME WORLD COUNTRY CROSS COUNTRY MEDALLIST LINET MOAN. IN THE OPEN TEAM EVENT, TEAM EUROPE OUT-GUN TEAM GB WITH THE MENS RACE BEING WON BY THE USA’S BASHI MACK AND THE WOMEN’S EVENT WON BY IRELAND’S KERINIA BRITTON. THE GREAT WINTER RACE SOLD OUT AND SAW OVER 2,000 Runners Take the Tough 5k Route around Arthur’s Seat on a brisk January morning.**

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**International Reviews**

**Set against the beautiful backdrop of Arthur’s Seat and Holyrood Palace, the event is televised live on BBC in the presence of millions of viewers.**

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Links to all event websites can be found at EventScotland.org PAGE 03
International Reviews

GLASGOW FILM FESTIVAL
14TH - 24TH FEBRUARY
GLASGOW FILM THEATRE AND OTHER VENUES

EventScotland has supported the Glasgow Film Festival since 2009. Now in its sixth year, GFF is the UK’s fastest-growing film event and is renowned for an international programme of the world’s best films, accompanied by a dynamic programme of cultural events and commissions. In 2012 the festival attracted 35,015 people, 12% of whom had travelled from outside of Scotland, with the overall economic impact to Scotland reaching £1.2m.

This year’s festival featured a showcase of contemporary Brazilian cinema, introducing the country’s culture in readiness for the 2016 Olympics and the 2014 World Cup. There was a celebration of Glasgow’s thriving contemporary art scene as the home of the last three Turner Prize winners, in the form of ‘Crossing the Line’, featuring the world premiere of a new film by internationally-renowned visual artist Stephen Sutcliffe and a large-scale live art happening curated by the artist Henry Coombes.

The festival will also have a focus on fashion with screenings of documentaries, live events, a fashion show and gaming events with famous faces sharing their enthusiasm for the latest releases. Big name bands celebrate the relationship between film and music, and a Youth Film Festival has been curated entirely by 15-19 year olds, alongside workshops for those considering a career in the movie industry.

International Previews

STANZA
6TH - 10TH MARCH
ST ANDREWS

The STAnza Annual Poetry Festival is an internationally-renowned Fife Flagship event inspiring visitors, communities and schools. One of last year’s themes included Poetry by Degrees which featured Edinburgh poet Young Dawkins, winner of the 2011 Scottish slam poetry championship. For 2013 STAnza will offer more than 80 events. The Town Hall in Queens Gardens will become this year’s primary hub. There will be around 100 performers – world-class poets, other writers, musicians, film makers and visual artists and organisers anticipate total attendances of over 14,000. For 2013, organisers are working in collaboration with the University of St Andrews as part of their 600th Anniversary celebrations, taking advantage of the promotion and connections worldwide which lie in with this. One of the themes for this year is in response to the St Andrews Creative Place award and the Year of Natural Scotland. The festival has previously been awarded funding from Homecoming and for the past three years has been supported by the National Programme. The festival has been awarded £13,600 to support organisers in undertaking new programming.

SPIRIT OF SPEYSIDE WHISKY FESTIVAL
2ND - 6TH MAY
SPEYSIDE

The Festival has been held annually since 1999 and has been supported by EventScotland since 2005. It is a unique celebration of whisky and the cultural heritage of Speyside, with 49 malt whisky distilleries in the area. Last year over 320 events were complemented by themes including food, music, walking and sport which were designed to appeal to committed connoisseurs and new initiates from across the world who want to explore the traditions behind this unique product. A packed programme includes exclusive access to distilleries and opportunities to try your hand at golf, ceilidh dancing or wildlife watching. It is also a truly family friendly festival with activities for all ages. The 2012 Festival attracted over 28,000 visits, 44% of whom had travelled from outwith Scotland, and ticket sales increased 40% on the previous year.
International Previews

FINA DIVING WORLD SERIES
19TH - 21ST APRIL
ROYAL COMMONWEALTH POOL, EDINBURGH

EVENTSCOTLAND is pleased to support the FINA Midea Diving World Series for the first time in 2013. The sixth edition of this prestigious competition will feature the top-ranked divers in the world and will be held at the newly-refurbished Royal Commonwealth Pool in Edinburgh. The FINA Midea Diving World Series will be the first international competition at the pool since its refurbishment. It is also due to be used as the venue for the diving at the Commonwealth Games in 2014. The City of Edinburgh Council’s Festival and Events Champion, Councilor Steve Cardownie says that the event will give the city an opportunity “to showcase the newly-refurbished pool on the world stage and, of course, provide the perfect warm-up for the Commonwealth Games the following year.”

Launched in 2007 with three host organisers (GB, China and Mexico), other countries have since joined the club (Qatar, Russia and the UAE), adding an international dimension to the event. The event in Edinburgh will be the third meet out of six with others being held in Beijing, Dubai, Moscow and Mexico. Events include individual and synchronised 3m springboard and 10m platform.

The Diving World Series will feature up to eight athletes per individual event plus a host nation representative as a wild card if they have not qualified in their own right. For synchronised events the top six-ranked pairs have been invited to attend and if not ranked within that group Britain will be allowed a place as host nation.

At last year’s Series Tom Daley won silver behind the then world champion Qu Bo in the men’s 10m platform at the second meet which took place in Beijing and at the final leg in Tijuana, Mexico; he took Gold in the men’s 10m platform. The competition has been extended to three days in 2013 and 60 competitors are expected in total. EventScotland is supporting the event with £80,000. UK Sport has provided £100,000 from its National Lottery backed World Class Events Programme which goes towards their wider purpose and Paralympic Games and the Glasgow 2013 Commonwealth Games.

There is additional support from City of Edinburgh Council and British Swimming and Paralympic GB and Paralympic Scotland. Sponsorship from HOSA and Midea.

A Focus on Rugby Sevens

IRB SEvens
4TH - 5TH MAY
SCOTSTOUN STADIUM, GLASGOW

EVENTSCOTLAND has supported the Scottish leg of the IRB Sevens World Series since 2006 as part of the international events programme and this year’s investment of £200,000 has helped to secure the event once more. EventScotland was part of the original partnership that secured the IRB Sevens for Scotland in 2007 and has continued to support the event since then. EventScotland have worked with Scottish Rugby on a number of events including the Heineken Cup Final and RFL Magic Weekend.

The event will be held at the Scotstoun Stadium for the second year running, note the permanent home of the Glasgow Warriors. Fancy dress is always a key element for fans at the Glasgow Sevens with this year’s event taking on a movie theme. As the action gets underway on 4th May, there will undoubtedly be sightings of Darth Vader and Chewbacca in amongst the spectators.

IRB Sevens
12TH (VETS TOURNAMENT)
13TH APRIL (MAIN TOURNAMENT)
MELROSE RUGBY CLUB

2013 will be the 130th playing of the Melrose Sevens, a rugby tournament that welcomes guests from all over the world to the home of rugby sevens. 12th April will once again see the Davidson Chalmers sponsored ‘Vets’ tournament, a veteran game which was successful last year as an opening celebration, with teams from Hong Kong, the Cayman Islands and London Scottish indicating their intention to participate. 13th April will see the main tournament take place. Previous years have included players from Australia, New Zealand and South Africa.

The event has been supported by EventScotland for five years through both the national and international programme and the funding of £20,000 this year is intended to support the recruitment of a commonwealth nation from India. The town of Melrose takes on a carnival atmosphere with other attractions planned to accompany the main tournament and the game is filmed live for BBC Scotland. Fans will be encouraged to embrace this year’s fancy dress theme - ‘James Bond, so expect to see lots of suave suits dotted around the stadium.’
Experiencing the London 2012 Olympics, by Susan Hughes, Team GB Badminton, London 2012 Olympics

The whole experience made every single sacrifice worthwhile and I think London showed what a positive effect a huge sporting event can have on a city. Glasgow is fortunate to be able to capitalise on the buzz around sport that London has generated. While the Glasgow 2014 Commonwealth Games will not match the wider scale of London, the organisers will be able to use the bounce from London to promote the Games in a way that otherwise may have been difficult. I have no doubt that Glasgow and Scotland as a whole, will embrace the Games in twenty months time to ensure it is as much of a success as London was.

H A V I N G B E E N L U C K Y E N O U G H TO VISIT the Olympic Park during the Olympics, I was surprised at how much busier, if that’s possible, it was seemed when I visited during the Paralympics. To take part in the International Paralympic Committee (IPC) organized observer’s programme has been an honour in the ‘buck a brick’ Games era’ (by IPC President, Sir Philip Craven, no less) and you certainly could not deny that the buzz and atmosphere on site was electric.

The Observer’s Programme was made up of 350 representatives from delegations including Sochi 2014, Rio 2016 and London 2012 Paralympics, as well as various international federations, government representatives and governing bodies. The programme allowed observers to choose a number of seminars and venue tours, hosted by LOCOG and IPC staff, and gain a small insight into the mammoth organization of the Paralympic Games.

It has recently been announced that Glasgow will host the IPC Swimming World Championships in 2015 at Tollcross Swimming Pool, which is currently undergoing a £4 million refurbishment in advance of hosting the Commonwealth Games swimming competition in 2014. Swimming was one of the many success stories of the Paralympics, with a number of notable performances, not least by Ellie Simmonds and Josef Craig of Paralympics GB. This bodes well for an exciting competition in Glasgow.

With Glasgow hosting the IPC Swimming World Championships in 2015, Jenny Downes, Events Manager at EventScotland, gives her impressions of the London Paralympics which she attended as a representative on the IPC’s Observers Programme.

The village was unlike anything I have ever seen or experienced in my life. From the start of the Olympic qualifying campaign on 1st May 2011 until the Opening Ceremony on 27th July 2012, I felt like I was caught in a time warp. Fifteen years training for. I hauled myself back to fitness ahead of schedule and competing the next day but, watching it on TV in my second week of the Games was spent watching any event that I could get tickets for. I would not forget the crowd, who made it almost impossible for me to hear my coach’s instructions as they shouted so loud.

My second week of the Games was spent watching any event that I could get tickets for and making up for twelve months of unrelenting healthy eating by eating enough free pink food to keep a small country going for a year. I think I’ll eat it all.

Then came the part that I had spent the last twenty years training for. I watched Sally Gunnell win gold at the Barcelona Olympics in 1992 and from then on I wanted to compete in an Olympic Games. I thought I was prepared for my first match against Maia丙Xerox of Slovenia in 1999. Nothing could have prepared me for the first match becoming the first. Scottish badminton player ever to win a match at an Olympic Games. I then went on to lose in close three sets to Japan’s Saaya Sato, the number twelve seed, but I will never forget the crowd, who made it almost impossible for me to hear my coach’s instructions as they shouted so loud.

The whole experience made every single sacrifice worthwhile and I think London showed what a positive effect a huge sporting event can have on a city. Glasgow is fortunate to be able to capitalise on the buzz around sport that London has generated. While the Glasgow 2014 Commonwealth Games will not match the wider scale of London, the organisers will be able to use the bounce from London to promote the Games in a way that otherwise may have been difficult. I have no doubt that Glasgow and Scotland as a whole, will embrace the Games in twenty months time to ensure it is as much of a success as London was.

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EventScotland has made its funding decisions for Round 22 of the National Events Programme and awarded funds for events taking place in 11 local authority areas around Scotland.

The objective of the National Programme is to support the strategic development of sporting and cultural events which take place outside of Edinburgh and Glasgow, showcasing Scotland’s assets, raising the profile of regions, helping events to grow their audience and attract visitors from Scotland and beyond. Round 23 closed on 1 February 2013 and funding decisions will be made for events happening August 2013 onwards. The next funding deadline is Friday 7th June for events taking place 1 January 2014 onwards.

### Highland Perthshire Cycling Festival
3rd – 11th May, Aberfeldy

This festival runs for a week with over 18 events due to take place all the festival. Here this year will be a mountain bike endurance event, gaed mountain bike and road rides and a film night. Other activities include fun days, evening rides, a women’s only event and the Big Day – a family cycle event in Aberfeldy.

Total allocated: £12,000

### Scottish Six Day Trial
14th – 15th May, Fort William

This international motorcycle competition attracts over 275 competitors from all over the world. It is the largest and most highly regarded motorcycle trial in the world, unique in the field of motoring events. This event is centred around Fort William and is a major boost to the town, attracting supporters who return every year. It is one of the oldest continually running motor sport’s events in the world and celebrated its centenary in 2011.

Total allocated: £10,000

### Scottish Bird Fair
11th – 12th May, South Queensferry

This event, dedicated to wildlife, attracts around 5,500 diverse visitors from birdwatching enthusiasts to families looking for a day out. Each day will feature several special events, starting early with a dawn chorus walk, book signings, whisky tastings, live music and seabird cruises in the Firth of Forth. Children of all ages will have a huge range of fun activities to keep them entertained for the entire weekend so they can learn and explore the beautiful grounds of Hopetoun House.

Total allocated: £10,000

### Tour O’ The Borders
14th April, Peebles

The Tour o’ the Borders is a non-competitive mass participation road-cycling event held over a beautiful and challenging course featuring iconic climbs and spectacular roads in the heart of the UK’s best cycling destination. All riders are encouraged to take part in the Tour, to enjoy the atmosphere of the event and to support the charitable fund. The event is supported by the local tourist board and the Tour Series is centred around the Borders. This festival runs for a week with over 18 events taking place outside of Edinburgh and Glasgow, showcasing Scotland’s assets, raising the profile of regions, helping events to grow their audience and attract visitors from Scotland and beyond. Round 23 closed on 1 February 2013 and funding decisions will be made for events happening August 2013 onwards. The next funding deadline is Friday 7th June for events taking place 1 January 2014 onwards.

Total allocated: £18,000

### The Tour Series 14th May, Kelso

The Tour Series is a programme of town and city centre cycle races that take place across the UK on Tuesday and Thursday evenings, throughout May and June. Each race is due to be televised on ITV4. Each round takes place on a totally closed 1.5 km circuit designed to test the ability of the professionals taking part and show off some of the best aspects of each venue. Working with the organisers of the Tour Series, City Councils and Scottish Cycling will run a full afternoon of support activity, engaging local schools and communities to come in part to support races, over school competitions, engaging local schools and community and family rides. The Tour Series provides a unique platform to promote healthy living, green issues and to inspire a whole generation of young people to take up cycling.

Total allocated: £15,000

### Boswell Book Festival
17th – 18th May, Auchterarder, East Ayrshire

The Boswell Book Festival uniquely celebrates biography and will be held at the father of modern biography and is held at one of Ayrshire’s hidden treasures, the magnificent Auchentoshan House. The festival also encompasses a Schools Day with children’s writers and House restaurant with a bookshop, whisky tastings and Estate Ranger tours with activities to keep everyone happy. Also for this year, ‘for the first time at any book festival’ is the BookAndBedford, enabling fans to stay on site.

Total allocated: £11,000

### Tweedlove Bike Festival
24th May - 2nd June, Scottish Borders

A unique cycling festival held every year in the Tweed Valley, an area with a huge selection of old paths and three roads over the tops perfect for road biking. Tweedlove Bike Festival offers a programme of races, rides and social events, many of which are free to join. It’s all about ‘riding bikes and good times’, with top hip and races for international level athletes through to beginners sessions, fun family rides and a unique toddler’s balance bike race.

Total allocated: £15,000

### Gordon Castle Highland Games and Country Fair
19th May, Fochabers

This annual event in Fochabers, midway between Aberdeen and Inverness, holds the grounds of this historic estate, it includes attractions ranging from the traditional heavy events, rural pursuits, children’s activities, massed bands and piper’s taking part in the Junior and Senior Pipe Competition and the highlight of this year. Concert Corner, an all day celebration of music and song with live performances throughout the day.

Total allocated: £6,950

### Happiness Comedy Festival
23rd – 26th May, Inverness

Happiness is an international comedy festival taking place in and around the venues and outdoor spaces of Inverness. This festival provides an additional event to Scotland’s exciting calendar of year-round festivals, building the profile of Inverness and encouraging a new generation of audience to participate in cultural events. The festival is set to bring internationally recognised performers to Inverness to enjoy a 3-night mini music fest to offer, offering local musicians a chance to perform with well known international professionals.

Part of the festival includes a competition, ‘So You Think You’re Funny?’ offering newcomers a chance to perform at the Edinburgh Festival Fringe. There is also a Gaelic comedy event to encourage the uptake and sharing of the Gaelic language and, to top off a fun packed weekend, the festival will encompass a range of comedy activities including a football match, outdoor family games and a ballroom dance in which audiences and artists can play together.

Total allocated: £7,000

### Traquair Medieval Fayre
25th – 26th May, Traquair House, Innerleithen

The Traquair Medieval Fayre is a living history event providing visitors with a real insight into Medieval life. In Medieval times and providing entertainment for all ages. This year organisers have invited over the 5000 years of the Battle of Flodden, highlighting Traquair’s remarkable history and connection with Flodden. Events include a jousting and archery display, a market of traders selling anything from chain mail to authentic weaponry and clothes, traditional craft demonstrations and early music concerts. There is a huge amount of entertainment for children with workshops in sword making, a children’s army, jesters’ shows and a lot of opportunities to dress up and learn about knight’s life. The food will also be authentic and local with a delicious hoyland Fayre from the brewery at Traquair.

Total allocated: £4,500

### Jim Clark Rally
31st May – 2nd June, Scottish Borders

The Rally is the only closed road rally in the UK mainland. Staged over three days in the heart of the Scottish Borders around the towns of Linlithgow and Duns, you can see top international, National, Challenge, Historic, Tourist and Legendary rallies. The rally has a reputation for being fast with big jumps, stitches and hedges to catch out the novices. This year, the popular Langton Watersplash stage on the outskirts of Duns is returning which in the past has attracted thousands of spectators. The international rally is a counter in the 2013 MSACook Cup Championship and the Reynolds Rally is a round of the Scottish Rally Championship, attracting top drivers from the UK and abroad.

Total allocated: £8,000

### Centennial Extreme Scottish Triathlon
6th July, Torridon & Shieldaig

This is the first time EventScotland has supported this unique event and only the second time it has taken place. Centered around the Torridon mountains, the event encompasses a 1.5 swim in Loch Shiel, a 23km run over two munros and a 202K bike ride on incredible highland roads, using amazing mountainous terrain to take competitors to the limit of what it is possible to achieve in one day. Despite the event being one of the toughest, it maintains a small, friendly and laid back atmosphere that takes place within beautiful and remote location.

Organisers are always keen to ensure the event within the community and ensure that local businesses benefit from the race. Last year’s event won the Triathlon Scotland ‘Event of the Year’ Award, and was named the British Triathlon ‘Event of the Year’.

Total allocated: £4,000

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Links to all event websites can be found at EventScotland.ORG PAGE 11

DEADLINE ALERT
Round 24 Deadline: Friday 7th June 2013 – For events taking place 1st January 2014 onwards
Round 25 Deadline: Friday 4th October 2013 – For events taking place 1st May 2014 onwards
Total allocated: £10,000

Winter Festivals
Scotland’s Winter Festivals continues to grow as we show Scotland is open for business all year round, and this year EventScotland welcomed new additions to the programme and events celebrated some fantastic achievements.

Tiree Music Festival
20th - 21st July, Crossapol, Tiree

The objective of TMF from the beginning has been the promotion and development of Tiree’s culture and community. Despite only being formed in 2010, the event has already built a reputation as one of Scotland’s hottest new festivals. Set against the spectacular backdrop of the tiny Hebridean island of Tiree, the event hosts a vibrant artistic programme of music, entertainment and culture, a sellout event for the past three years. The focus for 2013 is on sustainability for the festival and the local community.

Total allocated: £8,550

Blythe Scotland
(CALEDONIAN CRIME WRITING FESTIVAL)
13th - 14th September, Stirling

Bloody Scotland is an innovative and exciting addition to Scotland’s calendar of literary festivals, creating an international profile and platform for Scottish and International crime writing. The festival is an annual event complementing Stirling Council’s own ‘Off the Page’ festival and aims to be the UK’s premier Crime Writing Festival by 2017.

The debut of Bloody Scotland took place last year in a number of venues in Stirling and was acknowledged as a remarkable success, attracting an international audience with c. 4,000 tickets sold.

Total allocated: £5,000

Orkney International Science Festival
5th - 11th September, Kirkwall

The Science Festival is a kaleidoscopic mixture of experiences and ideas, enjoying science and technology in a beautiful and historic island setting. Subjects range from the frontiers of astrophysics, relativity and renewable energy, including comets and ancient catastrophes, the extreme conditions on the seabed. Arctic (marking the 200th anniversary of the Napoleonic Wars), extreme conditions on the seabed.

The excitement reached a grand finale as Scotland celebrated the birth of our national bard, Robert Burns in January. The Scottish Storytelling Centre in Edinburgh welcomed an incredible 4,500 people. The Satire continued to grow with over 80 young performers from across the country.

For full details of the National Events Programme funding criteria, visit EventScotland.org
SCOTLAND READY FOR HOMECOMING AS PARTNER PROGRAMME OPENS

SCOTLAND WILL WELCOME the world in the Year of Homecoming 2014, providing a global focus for the country alongside the Ryder Cup and Commonwealth Games. Based on the five main themes (food and drink, active, creative, natural and ancestry) it will build on the success of the focus years and position Scotland on the international stage as a dynamic and creative country with a rich history and culture. Homecoming Scotland 2014 is an opportunity for all of Scotland’s communities to celebrate all that’s great about our country and place the spotlight on our greatest assets.

In addition, your event could be supported through VisitScotland’s marketing activities in the promotion of Homecoming Scotland 2014, which may include activities such as e-comms programmes, social media and PR.

So come and be part of this exciting programme. You can get involved or find out more at www.eventscotland.org/partner_programme

Please note, if you are successful, it’s important that you can support and enhance the marketing of Homecoming Scotland 2014 through your own promotional activity by carrying the logo and key messages.

OUT OF YOUR ARMCHAIR AND INTO THE COUNTRYSIDE! On 16th January VisitScotland launched an update of the Surprise Yourself TV advert to promote the Year of Natural Scotland 2013 as well as a new initiative, Big April Adventures. The Year of Natural Scotland is VisitScotland’s biggest ever nature-focused tourism drive and will highlight the country’s natural environment and encourage Scots to explore their own countryside.

The £3.4m campaign - which is expected to bring a return of £68m to the Scottish economy, will target the key domestic market as well as seven international markets - North America, Germany, France, Spain, Italy, The Netherlands and Scandinavia through a range of marketing activity.

It will feature a new TV advert depicting some of the country’s most iconic natural environments including gannets on Ailsa Craig off the Ayrshire coast and red deer on the Isle of Rum. Among other activity, a major ticket giveaway from Scottish transport providers will see at least 15,000 people enjoying free travel during April - allowing them to visit a Scottish island or to travel all over Scotland - courtesy of Caledonian MacBrayne and ScotRail. Coach operator Stagecoach has also offered 5,000 money-off vouchers that can be redeemed throughout the month of April.

Announced by Tourism minister Fergus Ewing, the initiative named the Big April Adventures aims to get people out and about as much as possible this spring, coinciding with the first ever John Muir Day on 21st April, which marks the 175th anniversary of the birth of the celebrated Scottish-born naturalist known as the “father of National Parks”.

Discussions are also ongoing with other transport partners to expand this further.

EventScotland is working with supported events to promote the Year of Natural Scotland and with event organisers, who are completing the Year of Natural Scotland Sustainability Programme.

Events can get involved in the action all year round by submitting event details via the online toolkit. Any event that fits the criteria for Year of Natural Scotland will benefit from promotion under this banner. The toolkit also contains details on the Year of Natural Scotland Growth Fund, available to support industry-led marketing activity, as well as links to partners’ funding programmes and toolkits.

Download the logo and start showing you support the Year of Natural Scotland!
2013 Awards

December 2012 saw two of Scotland’s major cultural and sporting awards take place, both sponsored by EventScotland. The Sunday Mail Scottish Sports Awards, in association with SportScotland, took place at The Thistle Hotel in Glasgow. The big wins of the night went to the Scottish Olympic and Paralympic teams and Andy Murray and the Aberdeen Asset Management Scottish Open won the event of the year award. The Creative Scotland Awards, in association with the Daily Record, took place at Kelvingrove Art Gallery and Museum in Glasgow and saw a celebration of the Year of Creative Scotland 2012 with a win for Big Noise. The Big Concert in Stirling for best event.

Entries opened on 16th January this year for The Scottish Thistle Awards 2013, the 21st year of the awards. VisitScotland again encourage businesses from across Scotland to enter and celebrate their excellence. Building on the success of last year, the 12 categories from 2012 will return to Scotland. “The national sporting event award was won by the Baxter’s Loch Ness Marathon & Festival of Running. Malcolm Sutherland, Race Director said, “we are delighted that the Baxter’s Loch Ness Marathon & Festival of Running won the Best Sporting Event Category. Our aim is to provide the best participant and spectator experience for those who travel from around the UK and the rest of the world to the event. Thanks must go to the amazing team of volunteers from around the Highlands who are instrumental in making the event so memorable and special.”

In recognition of 2013 being the Year of Natural Scotland, the Nature-Based Tourism Award is specifically aimed at groups who cherish Scotland’s nature by opening up the experience of wildlife and landscape to our visitors.

The Scottish Thistle Awards begin as regional awards. Businesses should enter within the region in which their business or activity takes place (North East and Tayside, Central South East, Central South West and Highlands and Islands). The Scottish Thistle Awards will again partner with the Highlands and Islands Tourism Awards in the Highlands region. This established awards programme has operated in the Highlands for many years and will offer the same categories as the regional Scottish Thistle Awards. Winners of the Highlands and Islands Tourism Awards will then represent their region at the national Scottish Thistle Awards ceremony in November 2013. For more information visit www.highland-tourism-awards.co.uk

Entries are open until March 13th (Highlands and Islands Tourism Awards close end of April) and businesses are invited to download the category questions from the STA website at www.scottishthistleawards.co.uk. Full details of the entry process, the regions and tips for entry are also available on the website. If you have any questions please contact the Scottish Thistle Awards hotline on 0131 472 2228 or email info@scottishthistleawards.co.uk.

EVENTS FOR THE DIARY

- STAnza
- Glasgow International Comedy Festival
- Festivals Edinburgh
- Malinske Sevens
- FINA Diving World Series
- Spirit of Speyside Whisky Festival
- IRB Sevens
- Mountain Bike World Cup
- National Road Race Championships
- Scottish Hydro Challenge
- Champions of Tennis Edinburgh

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All media enquiries should be directed to Stuart Mackenzie, Media and PR Manager.

For a full events listing please visit EventScotland.org

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