



**Sheraton
Grand**

HOTEL & SPA EDINBURGH

Press release

XX October 2018

Roll up, roll up for the greatest show in Edinburgh this Hogmanay

The 5* Sheraton Grand Hotel & Spa in Edinburgh has announced the circus is coming to town for a special Hogmanay celebration, thanks to a unique partnership with the Edinburgh International Magic Festival.

The partnership is the first venture of its kind for both the Edinburgh International Magic Festival and the Sheraton Grand Hotel & Spa. The hotel hosts an annual Hogmanay gala ball however, the 2018 event will be an entirely new immersive experience combining musical performances, magical entertainment and awe-inspiring acrobatics.

Upon arrival, guests will enter 'backstage rehearsals', mingling with the acts while enjoying Champagne and canapés. The celebration will be led by ringmaster, continuing in the Edinburgh Suite where guests will enjoy a five-course-meal with world class circus performances between dishes. The event will also feature music from five-piece jazz band Viper Swing.

At midnight attendees will be led outside to Festival Square for a champagne toast, complemented by a spectacular view of the Hogmanay fireworks over Edinburgh Castle.

The Edinburgh International Magic Festival is an annual art festival, attracting over 12,000 people at 80 different events across the city. Founded in 2010, the organisation aims to be the world leader in producing innovative, cutting-edge magic performances.

Founder of the Edinburgh International Magic Festival and member of The Magic Circle, Kevin Quantum aka Kevin MacMahon, said: "This is an exciting opportunity for MagicFest. We've produced world-class shows for many years, but this is our first time partnering with a 5* hotel to create a unique Hogmanay experience.

"We've got a few surprises up our sleeve. Attendees should keep an eye on the [Facebook event page](#), where the different acts will be revealed one by one. We really want to build anticipation in the weeks leading up to what will be a very atmospheric and unforgettable evening."

Tristan Nesbitt, General Manager at the Sheraton Grand Hotel & Spa in Edinburgh, said: "The Edinburgh events scene is certainly thriving, taking a unique concept and top-quality production to really stand out from the crowd. As with anything we do, we strive for the Hogmanay gala ball to be the best in the city - that requires us to work with the best. Kevin and his team put on mesmerising performances across the globe, which is exactly what we want for our celebration. It's great to be working with such a creative, imaginative local organisation."

Bookings can be made directly with the hotel by calling +44 (0) 131 221 6491 or emailing Festive.SheratonGrand@sheraton.com. Tickets cost £240pp, including champagne and canapés on arrival, 5-course meal, complementary glass of champagne at midnight, live entertainment and music. Head to <https://www.hogmanaygalaball.co.uk/> for more details.



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Ends

Sheraton Grand Hotel & Spa, Edinburgh, 1 Festival Square, Edinburgh EH3 9SR

Notes to Editors:

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About the Sheraton Grand Hotel & Spa:

The Sheraton Grand Hotel & Spa first opened in 1985 and is one of Edinburgh's most luxurious hotels. With an enviable location in Edinburgh's city centre, the hotel has dramatic views of Edinburgh castle and is within walking distance from all of the major attractions including the Royal Mile, Arthur's Seat and shops on Princes Street. The hotel offers 269 stunning guest rooms with cutting-edge technology, glass walled bathrooms and Sheraton Signature Sleep Experience beds. The hotel also boasts a dedicated meetings and events complex with 14 flexible function rooms, a Club Floor and a vibrant bar and brasserie. The Sheraton Grand Hotel & Spa is also home to One Spa, widely regarded as one of Europe's finest city Spas offering a range of holistic Spa treatments, a 19m swimming pool, an iconic rooftop hydro pool, a unique Thermal Suite and a fully equipped gym with studios.