

Press Release

Friday 27th November 2009



We Will Rock You As Leith Christmas Lights Up

Leith Walk residents and local businesses were joined today by two of the cast members from the hit stage show, *We Will Rock You*, for the switch on of the area's own Christmas tree.

Actor Darren Day and former X Factor contestant, Brenda Edwards, joined with local business owners, Philip and Mary Contini to press the switch on the lights on the tree at Elm Row.

Darren Day, who appears in the hit musical currently showing at the Playhouse Theatre said: "We're delighted to be able to help out with the switching on of the Christmas Tree lights at Elm Row. We're thoroughly enjoying being here in Edinburgh particularly at this time of year, and it is an honour to have been asked to join with the local community to launch their Christmas celebrations."

The Christmas tree, which was jointly funded by Edinburgh Trams and the City of Edinburgh Council to the Leith Walk Community is situated close to the Contini's long established Delicatessen, Caffè Bar and Italian Wine Merchant, *Valvona & Crolla*.

Philip Contini said:

"We are grateful to Darren and Brenda for taking time out of their busy schedule to join us and our local community for the start of our Christmas celebrations. Whilst part of Edinburgh City centre, Elm Row and Leith Walk have their own community and identity so for us to have a separate Christmas tree lighting up ceremony is very important to us. We are particularly grateful to Edinburgh Council, Edinburgh Trams and to our local Business Coordinator, Graham Russell, for organising the installation of the tree and for their support in the run up to Christmas."

With everything you could think of on offer on Leith Walk, including furniture, toys, fashion, beauty, gifts, antiques as well as delicatessens, cafes and restaurants featuring cuisine from all around the globe the area provides its own individual identity.

Mandy Haeburn-Little, Director of Customer Services & Communications for Edinburgh Trams said: "There are such a wide variety of businesses within Elm Row and Leith Walk with items that you won't necessarily find on the main high streets. The area has a real sense of community, so we are delighted to play our part in supporting Leith with its festivities."

Councillor Tom Buchanan, Convenor of the Economic Development Committee said:

"Leith Walk is a vibrant, cosmopolitan area with a range of shops, bars and restaurants to suit all tastes and budgets. On behalf of the Council I wish traders and residents a happy and prosperous Christmas period."

Ends.

For further information please contact Caroline Weintz on: (0131) 623 8606

Editor Notes

- The cost of the Christmas Tree for Elm Row was shared between Edinburgh Trams and City of Edinburgh Council as part of their 'thank you' to the areas of the City which have been significantly affected by the tram works. Edinburgh Trams and the Council have also contributed significantly to the City wide 'Edinburgh Sparkles' nationwide campaign this Christmas.
- 'We Will Rock You' is running at the Edinburgh Playhouse until 9th January 2010. Further information regarding the show as well as booking information can be found at the following link: http://www.ofsstudio.org.uk/prod-productions_details.asp?VenueID=93&pid=1339
- Valvona Crolla, will also be providing mulled wine and mince pies to those attending the Elm Row Christmas Tree lighting up ceremony. Established in 1934, Valvona Crolla is Scotland's oldest Delicatessen and Italian Wine Merchant. www.valvonacrolla.co.uk