

Launch of the third edition of St Andrew's Fair Saturday in Scotland, a day to boost culture, social causes and the celebration of St Andrew's Day

"We need to rethink the way we are building our future"

For that the Fair Saturday Foundation considers there are two essential elements to build fairer and more developed societies: **culture** and **empathy**. These are the two ingredients that dignify us and that contribute to humanised development based on science's progress. What we basically define as a better world. Fair Saturday is a small idea that wishes to contribute to this. Aiming nothing less than to make people reflect, to generate a positive impact through culture and through the people's need to be responsible for the creation of a better world.

"Fair Saturday, a global cultural movement with a positive social impact"

For this, in 2015 Fair Saturday was created in the city of Bilbao (Spain) as a global mobilisation that aims to create a positive social impact through a festival of arts and culture every last Saturday of November, the day following Black Friday, the greatest expression of consumerism. Artists and cultural organisations from all over the world get together in a global festival following just one requirement: to support a social cause of their choice through their show.

"St Andrew's Fair Saturday. A day to boost culture, social causes and the wider celebration of St Andrew's Day all across Scotland"

St Andrew's Fair Saturday is Scotland's contribution to the global Fair Saturday movement (delivered in partnership with the Scottish Government and BEMIS), and has taken an **important role** at the forefront of this wide global initiative as the **first official nation** joining it. Along with Scotland, other official international hubs joining the movement this year are Lisbon, Bilbao and the whole region of Biscay.

In 2019, fourth edition of the festival, Fair Saturday delivered **+800 events in +140 cities**, involving **+15000 artists**, and attracting **+250,000 attendees** all around the globe. Specifically, in Scotland, **117 shows** were delivered in **31 cities and towns** all over Scotland, involving **1,596 artists**, attracting **17,233 attendees** and generating **76,794 pounds** for social causes. This second experience consolidated **Scotland as a point of reference worldwide** that encourages and supports culture as a mean of social transformation and economic development across society.

"Adapting in 2020"

In 2020 St Andrew's Fair Saturday will be celebrated from **Saturday 28th November** (Fair Saturday) to **Monday 30th November** (St Andrew's Day). Events will take place **mainly online** throughout this weekend through the official [Fair Saturday Events app](#).

St Andrew's Fair Saturday 2020 is a festival that will take place all across Scotland that is based on the open and participatory organisation of cultural events of all kind (concerts, exhibitions, dance shows, workshops...) each of which contribute to a social/cultural cause the event organisers choose and to the wider celebration of St Andrew's Day. A day that will bring people together from all around Scotland and across the world.

It has probably never been more necessary to make visible the role of culture in the construction of a more humanized and balanced future than in the time of the pandemic. That is why this year's edition will be adapted to the new circumstances, **enabling online streaming** through Fair Saturday's own digital platform.

St Andrew's Fair Saturday's main objective is to **increase as much as possible the support to the cultural ecosystem** while highlighting the work of social projects. Now more than ever, culture and values are key to building a better future. For this reason, this year the feature of being able to **stream events online** to the official Fair Saturday Events app has been added, as well as a **ticketing platform** will be provided for those who also wish to monetize their events, contributing to the **projection and generation of funds for participants**.

"Be inspired to join the movement"

In 2020 there is an opportunity for events and communities all across Scotland to join the celebration of Fair Saturday as part of the wider celebration of Scotland's National Day.

Jordi Albareda, **Director and Founder of the Fair Saturday Foundation** said "Without the inspiration, effort and sensitivity of artists, venues and cultural organisations we would not be where we are. It is time to give back to them everything they have given us. And that they will continue giving us. Because, in a way, they are our soul's health workers.

Our task is to promote culture, now more than ever before. We must succeed in taking a step further, with culture as a mean of ensuring social cohesion, sharing, empathy and equality. The idea is simple. Extremely simple. To create a festival in which different cultural organisations would perform supporting all at once social or cultural projects of their choice. And triggering a mobilisation around arts and culture. And now, we find ourselves in one of the best places to launch Fair Saturday. Scotland will be one of the countries leading Fair Saturday worldwide."

Notes to editors

1. Overarching Key Messages - Scotland's Winter Festivals:

Scotland's Winter Festivals funding is designed to support events that celebrate Scotland's three national days - St Andrew's Day, Hogmanay and Burns Night. From toasting our patron saint on St Andrew's Day on 30 November, to Burns Night on 25 January and Hogmanay in between, Scotland's Winter Festivals are designed to celebrate the spirit and authentic traditions of Scotland's winter season.

The programme aims to bring together communities and visitors from all over the world to celebrate Scotland's heritage, traditions and modern culture through the best of Scottish music, food and drink, arts and entertainment.

Scotland's Winter Festivals is a Scottish Government initiative, delivered in collaboration with VisitScotland, BEMIS Scotland, the Fair Saturday Foundation, the English-Speaking Union Scotland and a range of other partners.

Given the unprecedented nature and impact of COVID-19 on events and event organisers, are currently reviewing the role Scotland's Winter Festivals can play in the wider context of re-establishing Scotland's events industry as soon as the current event gathering restrictions are lifted.

2. St Andrew's Day

- St Andrew is Scotland's patron saint and on November 30 we celebrate St Andrew's Day- Scotland's national day- with the rest of the world.
- The aim of the St Andrew's Day events programme is to boost the tourism economy in the low season by encouraging more people in Scotland to celebrate, for example by consuming culture and creating the opportunity to support local communities.
- St Andrew's Day provides a powerful opportunity to show that We Are Scotland, to celebrate our unique cultural diversity, to share a simple act of kindness that could make someone's day, and place the focus on Scotland's values like 'fairness' and 'inclusivity'.
- In November 2020, Scotland is joining the celebration of Fair Saturday as part of the wider celebration St Andrew's Day and everyone is invited to take part in St Andrew's Fair Saturday. To find out more visit standrews.fairsaturday.org/.
- Learn more about St Andrews/St Andrew's Day at scotland.org/standrewsday