

Launch of the fourth edition of St Andrew's Fair Saturday in Scotland, a time to celebrate culture, social causes and the uniqueness of St Andrew's Day

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

Fair Saturday is an initiative launched by the Fair Saturday Foundation in 2015 in the city of Bilbao (Spain).

The Fair Saturday Foundation considers there are *two essential elements to build fairer and more developed societies: culture and empathy*. 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 is defined 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 event.

"St Andrew's Fair Saturday. Boosting culture, social causes and the wider celebration of St Andrew's Day 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 Scotland*) and has taken an important role at the forefront of this wide global initiative as the first official nation supporting it. Together with Scotland, other official international hubs joining the movement this year are *Lisbon (Portugal)*, *La Rioja, Huelva, Bilbao* and the whole *region of Biscay (Spain)*.

"Building on experience"

Fair Saturday has been a great success, growing year on year. In *2019* Fair Saturday showcased +800 events in 140 cities, involving 15,000 artists, attracting 250,000 attendances supporting social causes. In *2020* the programme had to move entirely to the online world and the Fair Saturday Foundation adapted its regular event platform so that artists, event organisers and charities could upload their content and monetise it, reaching almost 300 online events around the world.

"This 2021 there is an opportunity for events and communities all across Scotland to join"

St Andrew's Fair Saturday 2021 is a festival that will take place all across Scotland, based on the open and participatory organisation of cultural events of all kinds, each of which contribute to a social cause chosen by the organisers themselves and to the wider celebration of St Andrew's Day, bringing people together from across Scotland and around the world.

In 2021 St Andrew's Fair Saturday will be celebrated from Friday 26th November to Tuesday 30th November (St Andrew's Day). Events will take both on-site (subject to restrictions at the time) and online, through the Fair Saturday events website.



Jordi Albareda, founder of the Fair Saturday Foundation shares: *"We must succeed in taking a step further, with culture as a means of ensuring social cohesion, sharing, empathy and equality. We find ourselves in one of the best places to launch Fair Saturday. We are honoured to be able to work with the Scottish Government and BEMIS Scotland as key supporters on this exciting and enriching journey."*

Rami Ousta, BEMIS Scotland CEO adds: *"The Multicultural Winter Festival program continues to present a unique framework for all to participate, contribute and showcase their cultural heritage at several levels. We are certainly dedicated to nourishing and advancing our collaborative relationships with the Scottish Government and other key stakeholders to enable and progress equal participation of the diverse communities. We are proud to be working in partnership with the Fair Saturday Foundation again."*

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Notes to editors

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

Scotland's Winter Festivals aims to mobilise the people of Scotland and those with an affinity to Scotland to join in the St Andrew's Day, Hogmanay and Burns celebrations, boosting our key tourism and events sectors and the wider economy, enhancing community engagement and raising Scotland's international profile as we recover from the Coronavirus pandemic.

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 EventScotland, BEMIS Scotland, the Fair Saturday Foundation, the English-Speaking Union Scotland and a range of other partners.

2. About St Andrew's Fair Saturday

- In November 2021, 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 about how to get involved visit standrews.fairsaturday.org
- Learn more about St Andrews/St Andrew's Day at Scotland.org and onescotland.org