



**SPACE**<sub>UK</sub>

# GUIDE TO PRESS & MARKETING 2025

IT'S A MYSTERY  
PHOTO: RICHARD DANIELS





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MISS ENGLISH'S HOLIDAY ABROAD  
PHOTO: RICHARD DANIELS

# KEY DATES 2025

**Edinburgh Fringe Brochure Artwork Deadline**  
**22 April**

**Out of Hand Sales Open**  
**29 April**

**theSpaceUK Press Release Deadline**  
**16 May**

**theSpaceUK Physical Advertising  
Options Released**  
**1 June**

**theSpaceUK Digital Advertising  
Options Released**  
**15 June**

**theSpaceUK Artwork Deadline**  
**30 June**



**WHAT IF THEY ATE THE BABY**  
**PHOTOGRAPHER: MORGAN MCDOWELL**



GOOSE  
PHOTO: TALEGATE THEATRE PRODUCTIONS



# GUIDE TO PRESS RELEASES

# INTRODUCTION TO PRESS RELEASES

This is theSpaceUK's guide to putting together and issuing a press release for your show. If you've never written a press release before, this is an excellent guide showing how to put one together and who to send it to.

theSpaceUK's Press Office is here to help companies and also be the public and press-facing representative of the entire season. We can offer advice, sounding boards, tissues and hugs, motivation and inspiration. However, we aren't your PR team and nothing will replace the work you do for your shows yourselves. No one can push your show better than you can.

Remember, your press release is a sales tool; your aim is to attract reviews and feature pieces. Avoid mystery and spell out what you think is distinctive about the show – the Edinburgh Festival Fringe is the world's largest arts festival so competition is vast.

All press releases should be uploaded through theSpaceUK's Production Website for approval. Getting your press release in early will give us time to approve it and allow you to start contacting journalists as quickly as possible.

The 2025 Deadline for press release submission is **Friday 16 May**.

If you have any questions about writing your press release, please get in touch with us at [publicity@thespaceuk.com](mailto:publicity@thespaceuk.com)

## IMPORTANT DOWNLOADS

Press Release Templates and logos can be found on [this](#) page.

## HINTS & TIPS

- Find a hook in your press release, this could be topicality of theme, star names attached, debut pieces of work, an unusual story of how the show came to be, previous garlands and awards.
- theSpaceUK has a (small) team of experienced editors who will approve your press release. Getting the press release in early will ensure that it's approved quickly.
- Once you've written the press release, get someone else to check it over before you send it to us for approval. It helps to have a fresh pair of eyes on it.
- We have provided a sample press release at the end of this guide.



## WRITING A PRESS RELEASE

Press releases should be about 300-350 words. A template in Word or Google Docs can be found on in the important downloads section on page 5. They should contain the following information:

- Show Name
- Company Name
- Tag line
- Promotional image (usually the same one as in the Fringe Programme)
- Copy (see below for a suggested copy)
- Listing Information
- Contact details (a single contact with phone and email address)
- Press releases should be no more than one side of A4, including listing information.

The copy of your press release usually has 3 paragraphs

Paragraph 1: Show Content

This is your opening paragraph about what happens in your show.

Paragraph 2: Show Detail

Why was the show created? What was the aim? Who wrote it? Cast members? Etc.

Paragraph 3: Company Information

Who is in the company? When/why was it formed? What are the company aims? Has it had previous success? Are there any USP's?

If your company/show has been previously reviewed, we then recommend using a couple of quotes from the media and, if available, star ratings. Please see the sample press release in Appendix 1 for formatting suggestions.

## HINTS & TIPS

- Use a clear font in an appropriate size and only use one or two extra styles.
- Do not put whole sentences in capital letters.
- Put your most important information at the top of the press release (e.g. starring the international singing sensation...)
- Use third person, e.g. 'Capital theatre proudly presents', not 'We Proudly Present'.
- Biographies should be brief. A quick line is sufficient.
- Put the contact details for your press contact at the bottom of the press release. Make sure you include a mobile phone number and email address where they can be contacted in Edinburgh.
- The standard convention is to use italics when mentioning show titles, films, books and publications. Use bold for important information.
- Keep it short. A single side of A4 paper is enough.

## LISTINGS SECTION

A clear listings section is essential. Here is an example:

Venue: theSpace @ Niddry Street  
Dates: 2–10 August 2025 (not 5,7)  
Time: 20:10 (Ohr55)  
Ticket prices: £8.50 / concessions £6.50 / children £4.50  
Suitable for: All ages

## UPLOADING PRESS RELEASES

Upload the following to theSpaceUK's Production Website (your registered contact can login to the site without a password - just use your email address and click the magic link which will be sent to your inbox):

PDF of Press Release

1 landscape & 1 portrait publicity/production photos in jpeg format (300dpi)

## SENDING OUT PRESS RELEASES

theSpaceUK Press Office will aim to approve your press release within 14 days of receiving it, however...

**It is up to you to send your press release to the media.**

The Fringe Media Office will provide a list of media contacts approved by the for you to email your press release to. You should cut & paste your press release into the body of an email and add a short covering email at the start. Don't send the pdf through (or if you do, send it as well as cutting & pasting).



VARIOUS ARTISTS  
PHOTO: RICHARD DANIELS



## GETTING STARTED

Here's a few tips to get you started when sending out your press release:

Start your email with a short covering note before cutting & pasting your press release afterwards (and small file size publicity images). Your covering note should say why the show is of interest to the organisation (e.g. it's great entertainment for children because...)

Don't send your press release to everyone, think about your most likely audiences, send to publications that are interested in that subject matter.

Send your press release to journalists in your local area. They are often keen to support local artists and companies going to the Fringe. You may be able to get feature articles from them.

The Edinburgh Festival Fringe media list doesn't contain every organisation that reviews at the Fringe, there are plenty of other reviewers who will be attending the Fringe. Search online for Edinburgh Festival Fringe reviewers and send them a copy of your press release along with a personal invitation to attend.

Are there any local groups or clubs that might attract ticket sales and word-of-mouth. For example, are you doing a children's show? Emailing schools would be a good first step. Do some research and send them an edited version of your press release.

You can email more than one press release out. Are you doing more than one show? Then issue a season release. Has something new and interesting happened? Then issue a news release.

Finally, try not to be disappointed if you don't get the coverage you hoped for. The Edinburgh Festival Fringe is enormous and every show simply can't get press coverage. However by producing a well written, interesting press release and following the recommendations in this Guide, you'll be one step closer to a successful Fringe.

## HINTS & TIPS

- Publicity shots rather than production stills are recommended. By this we mean, don't have photos taken in a dark theatre, spend time staging them. They're more likely to be used in the press.
- Don't bcc every single person in the contact list. Send your press release out with a short paragraph at the top addressed to each journalist/organization separately. It will take time – but it's worth it.
- Make the time to do your research as not all publications are appropriate for your show. Pick where you send your show appropriately. If it's your first ever show, don't expect The Guardian to suddenly turn up, why not email the smaller reviewing websites to start with.
- Send your press releases long before the Fringe begins. Don't wait until a fortnight before your show starts. Editors will allocate reviewers surprisingly far in advance.
- Some organisations either offer reviews for ads or ask for money for reviews. This is generally discouraged as it undermines any confidence people can have in validity of reviews.
- Don't include large attachments. Attached a couple of publicity images that are about 1mb each with the email.
- Don't expect a reply, barring an auto-response. Assume your release has been received and editors/journalists will be in touch as and when they choose.





## TOURING AND PROMOTER PACKS

In addition to your press release, you may wish to create a Touring & Promoter pack. This would generally contain your press release, production images and often videos, flyers, programmes etc.

Do not mail this pack out to everyone. What is far more effective is to email a quick synopsis to producers/promoters, and then email the full pack if they express interest. If you're new to creating a touring pack, a quick online search will show you plenty of examples and give you a good sense of what to include.

## HINTS & TIPS

- Keep a copy of all of your reviews. You can use them to create a Media @ Edinburgh Fringe pack for the future.
- Keep an eye on social media. Posts about your show can also be included in these packs (particularly if they're from important people).
- List your technical requirements in your touring pack, number in your cast/crew and also the other details that a promoter will need to know.
- If you are interested in touring your show after the fringe, you should invite venues/promoters/producers to see your show. The fringe office can assist with contact details.

# COMMON PRESS RELEASE ISSUES

Below is a list of the most common issues with a press release:

## OPENING LINE

- The opening line isn't strong enough. This line should be the most engaging line about the show that you have, and make reviewers want to continue reading.

## PRESS RELEASE LENGTH PART 1

- Your press release is quite short. You need to give journalists as much information about your show & company as you can. I would recommend having 3 paragraphs:

Paragraph 1: Show Content

This is your opening paragraph about what happens in your show.

Paragraph 2: Show Details

Why was the show created? What was the aim? Who wrote it? Cast members? Etc

Paragraph 3: Company Information

Provide some details about the company. History, aims & people involved.

## PRESS RELEASE LENGTH PART 2

- The press prefer to receive releases that fit on one side of A4. You'll get far more press interest with a shorter press release.

## EDINBURGH FESTIVAL FRINGE

- It's Edinburgh Festival Fringe, not Edinburgh Fringe Festival.

## USE OF BOLD/ITALICS

- Show titles should be in italics with no quotation marks. Use bold & italic for your own show title.

## CONTACT DETAILS

- Give a contact name & email as a press contact at the foot of the PR.

## LOGO

- Include theSpaceUK logo (ideally in the header/footer section). You can find a link to the logo on page 5.

## USEFUL INFORMATION

Some companies at the Fringe choose to hire a PR to promote their show, create press releases, organise press invites, arrange interviews and assist media coverage. A strong PR can help a show stand out among the thousands taking place across the Fringe.

There are a variety of PR's and if you would like any recommendations for PR's who have worked with theSpaceUK previously, please do get in touch with theSpaceUK's Press Office.





# GUIDE TO MARKETING

PENNY PEYSER (SONNETS FROM SUBURBIA)  
PHOTO: RICHARD DANIELS

# INTRODUCTION TO MARKETING

**W**elcome to theSpaceUK's guide to marketing at the Edinburgh Festival Fringe. Whether you're an old hand or it's your first time at the Fringe, this guide offers invaluable advice on how to market your show.

Investing both time and money in your marketing campaign will help pay dividends at the Fringe. Make sure that your campaign has a clear message. Use the same fonts, style, and images throughout your campaign as this will help audiences remember your show. Every show is unique and so is every marketing campaign - what works for one show might not be appropriate for another.

When planning your campaigns, try to think like a member of the public - what will make them want to see your show? Don't simply say why the show is important to you, try and to persuade someone with limited time and money that this is how they want to spend an hour of their precious time at the Fringe.

This guide contains some suggestions on where you might want to target your marketing and what options are available.

If you have any questions about marketing, please get in touch with us at [publicity@thespaceuk.com](mailto:publicity@thespaceuk.com)

## IMPORTANT DOWNLOADS

Banners for your show can be found on the Production Website.

If you require a landscape banner for the following Out of Hand formats please get in touch with the Press Office (12 Sheet, 8 Sheet, Quad, Widescreen, Double Quad, 3x1m Banner).

theSpaceUK logos and other publicity graphics can be found on [this](#) page.

## HINTS & TIPS

- Decide on a marketing budget and stick to it.
- Plan your campaign before the Fringe begins. Decide where your money will be spent, agree on a flyering rota, approve your artwork, etc.
- Remember that your artwork needs to be approved by theSpaceUK. Send it through to us for approval.
- Be flexible during the Fringe. If you find something isn't working have a Plan B.
- Remember there are 3000+ shows at the Fringe. It can be hard to stand out from the crowd. Consider what's unique about your show and how to get that message across.



## FLYERS & POSTERS

Print is one of the most effective marketing tools at the Fringe. A good flyer can help capture interest, provide information and sell a show. The recommended size for flyers is A6 portrait. Flyers bigger than this will not be able to be displayed in all locations. You should design an A3 poster and a double-sided A6 portrait flyer.

Your A3 poster **MUST** be in portrait form. Flyers can be either Portrait or Landscape (however portrait flyers are usually recommended as you can use the same image for the front of the flyer and your A3 poster).

### KEY POINTS

Flyers should be printed on both sides. We would recommend that the front of your flyer be your poster. The back of your flyer should not just be a repetition of your Fringe programme blurb, we would recommend using a secondary image and colour.

Do not use photocopied or laser printed print

A6 flyers should be printed on card with a minimum weight of 250gsm

A3 Posters should be printed on glosssy paper with a minimum weight of 130gsm

You must submit your artwork for approval by theSpaceUK. Please make sure that you submit your artwork **BEFORE** sending it to print. Artwork should be uploaded to the Production Website.

### DESIGN SIGN-OFF

We need to approve all flyer and poster designs before you have them printed. They should be submitted to the production website so we can check and approve them.

### LOGOS AND BANNERS

You are obliged to include our logo and venue details on your posters and flyers. Our graphic banners are customised for your show and need to be placed at the bottom of your design. They include the dates/times/duration of your show, a QR code linking to your tickets page, our logo, venue address and contact information. The banners must not be altered in any other way; it's very useful to keep a uniform look to these for brand recognition of your venue across our estate.

The banner comes in two formats: with QR code and without QR code. The QR code links to theSpaceUK's ticketing platform. You can use either version of the banner for your flyers/poster. Please do bear in mind that with the QR code version, you should ensure that your design/printing is at 300dpi and check that the QR code leads to the correct page before sending to print.

If you are including our logo on its own (i.e. outside of the banner, perhaps on the back of your flyer) then you may invert the colours of the logo if necessary. Importantly, please do not put a border around our logo.

### COPY FOR FLYERS & POSTERS

Flyers, posters and any relevant adverts should contain your Show Name and Company Name. You may include ticket prices if you wish to however this is optional.

Note that our banner already includes the show dates, times, duration, your venue name, number, theSpaceUK logo and box office contact information. You shouldn't include these again.



**HIP HOP ORCHESTRA EXPERIENCE**  
**PHOTO: RICHARD DANIELS**

## PRINTING POSTERS & FLYERS

We would recommend printing approximately 500-1000 flyers for each week your show is running and 25-50 posters depending on your requirements

Use a print shop (we recommend [www.thefringeshop.com](http://www.thefringeshop.com)) and send your artwork with the following specs: CMYK, 300dpi, pdf and a 3mm bleed (the banner contains a 3mm bleed already). Some printers will request crop marks.

We would recommend 250gsm (glossy or silk) for flyers and 130gsm Glossy for Posters.

You can have your print delivered to theSpaceUK. The delivery address and earliest delivery date can be found in the Company Handbook.

## COMMON ISSUES

We review a great deal of print every year at theSpaceUK and below are the four most common reasons for rejecting posters/flyers to help you ensure that you don't make the same errors.

**Common Issue 1:** You haven't used the banner. You need to use theSpaceUK banner..

**Common Issue 2:** The banner isn't situated correctly, it needs to be flush at the bottom/sides.

**Common Issue 3:** The date/times/duration are already include in the banner, you don't need to include it in the body of the poster.

**Common Issue 4:** Flyers should have a back. Use all the real estate you have to sell your show. The flyer back should contain about 100 words plus any good publicity images from your show.



## FLYERING & DISTRIBUTION

Flyering is a central part of your promotion at the Fringe, but can also be demanding and stressful. You should treat flyering with the same level of commitment as you treat your show and expect to flyer for a minimum of a couple of hours a day. Create a schedule with your company to divide responsibilities equally and make sure part of the schedule involves flyering directly before your show.

Posters can be displayed in local shops & businesses (with the owner's permission). You may distribute flyers for your shows around theSpaceUK by handing them out to audience members in the venues. A stock of flyers can be left at your Venue Box Office (one box only) and will be displayed by the venue staff.

Please do not place flyers in the bars or elsewhere in the venue as these will be removed. Flyposting – refers to sticking up posters, flyers, stickers etc. on public or private property without the owner's permission - is illegal in Edinburgh. This can result in fines (all your details are on the poster!). **Please do not flypost.**

## USING FLYERING TEAMS

Many individuals and companies will offer to flyer your show on your behalf for a payment. These can be variable in quality. If you do make use of a flyering team, we recommend getting references in advance, regularly checking that flyering is being done and ensuring that members of the flyering team have seen your show in advance.

There is a flyering network on facebook ([here](#)) where you might source flyerers, alternatively you can see who does a good job of flyering you and recruit them.

## HINTS & TIPS

- Consider flyering in costume – it has plenty of visual appeal.
- Don't just hand flyers to people. A genuine one-on-one conversation with someone passionate about their show will sell more tickets. Volume isn't the key, conversion rate is.
- Work together with other shows, flyer queues and seats for shows similar to yours and let them do the same.

Locations that we recommend flyering include:

- Royal Mile (although be aware that everyone does this).
- Outside your own venue (particularly in the hour before your show).
- Exit/Enter flyer for other shows (pick shows that are similar to yours, DO NOT flyer in other venues).

## USEFUL INFORMATION

Having good photography can make all the difference and there are a range of photographers who work at the Fringe.

Many of the photographs in this guide are by theSpaceUK's recommended photography Richard Daniels, who offers an excellent service at very affordable rates (and can often be found in theSpaceUK's Press Office).

You can find out more and get in touch with Richard at [Richard@ardquoy.com](mailto:Richard@ardquoy.com)

## OUTDOOR ADVERTISING

### theSpaceUK CORREX

theSpaceUK offers free outdoor advertising printed on waterproof Correx outside of each venue. You don't require any specific artwork as we will use your poster or flyer image to create the advert.

Please note that artwork must be received and approved by theSpaceUK artwork deadline. Artwork can be submitted after this deadline, however won't be included on the outdoor Correx.

**Bookings Open: No need to book, you are already included (as long as you have your A3 poster approved before the deadline below).**

**Artwork Deadline: 30 June**

### FURTHER OUTDOOR ADVERTISING

theSpaceUK also offers further outdoor advertising opportunities in prime locations at an affordable cost. These are often a good way to pick up discount advertising across multiple locations and have been very popular in the past. We would recommend booking early as many slots book out quickly.

**Bookings Open: 1 June**

**Artwork Deadline: 30 June**

### OUT OF HAND

Edinburgh City Council have appointed Out of Hand to deal with outdoor advertising during the Fringe. They offer a range of formats from giant 8x4ft Towers, to smaller A3 Poster packs printed on Correx. Outdoor advertising is a fantastic way to get your show seen by audiences and is highly recommended.

Out of Hand will take care of maintaining these sites and will also send your photographic evidence after they have been put up. Damaged Correx will be replaced (at a cost to you) and be aware that certain formats are more liable to damage than others. The Out of Hand website offers a guide to extra stock that may be required.

Website: [outofhand.co.uk/fringe](http://outofhand.co.uk/fringe)

Email : [hello@outofhandscotland.co.uk](mailto:hello@outofhandscotland.co.uk)

Phone: +44 (0)131 661 8122

**See Key Dates (Page 3) for when Out of Hand bookings open**

## HINTS & TIPS

- Ensure that your artwork is of a high quality. You may wish to employ a graphic designer to assist with this.
- You need to print at 300dpi. So, for example, if you are using Canva to design your print, remember that Canva defaults to 96dpi and you will need to resize to ensure it's at 300dpi. Do get in touch if you need a Canva template to assist with this.
- You can send any proposed artwork to theSpaceUK and we will offer our recommendations.





## ADVERTISING IN BROCHURES

### EDINBURGH FESTIVAL FRINGE BROCHURE

The Edinburgh Festival Fringe brochure is distributed in June/July around both Edinburgh and the UK with close to 175,000 copies printed each year. It should be high on your list of possible options for advertising at the Fringe. We would generally recommend an advert placed in your section (i.e. if your show is in the theatre section, place your advert in the theatre section).

Rates can be found [here](#)

If you book by the discount deadline, you'll receive a 15% discount. The booking & artwork dates (which are hard deadlines), can be found below.

Discount rate booking deadline: 14 March, 17:00

Standard rate booking deadline: 11 April, 17:00

### theSpaceUK BROCHURE

Each year, theSpaceUK produces a physical brochure with c20,000 copies distributed across locations & venues. This brochure is an excellent and affordable way of getting your show advertised. Rates, artwork and booking deadlines will be announced in early May

**Bookings Open: 1 June**

**Artwork Deadline: 30 June**

## HINTS & TIPS

- Quarter-page adverts are the easiest to resize an A3 poster for. Half & Eighth Pages will require a re-design to be effective.
- Booking before the discount deadline is recommended.

# DIGITAL ADVERTISING

## theSpaceUK DIGITAL ADVERTISING

theSpaceUK purchases digital adverts to get a discounted rate by purchasing in bulk and ensures we have targeted digital adverts. We then provide affordable advertising opportunities to companies.

Whether you're a new company to the Fringe, or an experienced 'old-hand', these discounted rates offer a fantastic opportunity to advertise your show digitally with the support of our press & marketing. Adverts include Meta (Facebook & Instagram), major reviewing websites across the fringe and other online advertising.

Please browse the different advertising formats below and place your booking.

Bookings Open: 15 June

Artwork Deadline: 14 July

## OTHER DIGITAL ADVERTISING

Similar to print (perhaps even more so), there's a veritable plethora of online advertising spots available. These range from advertising at [edfringe.com](http://edfringe.com) to much smaller sites. If you are going to advertise online, we would recommend advertising with sites that have significant traffic on them. In recent years, more nefarious sites have taken to offering to publish a review should you advertise with them.

### EDFRINGE.COM

The biggest site of all. It's where the majority of people will go to book their tickets and so has the highest traffic at the Fringe. You need to book for a minimum of 7 days. Prices increase as it gets closer to August. We would recommend booking on both the site and mobile version.

### META (FACEBOOK & INSTAGRAM)

Offers a range of ways to advertise, from promoted posts to banner adverts. Can target Edinburgh based audiences with an interest in theatre etc. You get to set a limit on how much you spend on advertising.

### TIKTOK

TikTok has a large, active user base, particularly among younger audiences. Its short-form video format allows shows to share quick highlights, behind-the-scenes content, or audience reactions in a way that can reach a wide audience quickly. TikTok's algorithm promotes engaging content beyond followers, meaning even small shows have the potential to be seen by large numbers.

# HINTS & TIPS

- Creating high quality digital adverts can be challenging. Look at what other shows/companies are doing on the various websites to get some ideas of what will work.
- If you're a complete newcomer to digital advertising we would recommend theSpaceUK's online advertising packs (as we then design the adverts).
- Video content should be short (definitely under 60s, we would recommend under 30s). Attention spans are short and there's a lot of competition!



# PRESS & MARKETING TIMELINE

## APRIL

- Check your fringe listing details before the deadline
- Book Fringe Brochure Adverts
- Book Out of Hand Advertising when it opens (don't wait, book the best sites quickly)

## MAY

- Create & upload your press release to the production website by 16 May
- Upload 2 publicity photographs to the production website (one portrait, one landscape)
- For children's shows, book print advertising in children's publications (they have early deadlines)

## JUNE

- Book discounted advertising via theSpaceUK
- Create & upload your A3 Poster and A6 flyer to the production website by 30 June
- Send out your Press Release to the media contact list (supplied by the Fringe)
- Book any print adverts (The List, FEST etc.)

## JULY

- Prepare Touring & Promoter Packs as needed
- Send follow up emails with your press release and any news stories
- Create Social Media content to build excitement
- Sign up for theSpaceUK's online workshops
- Book photography and/or videography

## AUGUST

- Pick up your posters/flyers from the distribution office at theSpaceUK
- Drop by theSpaceUK's Press Office for a marketing meeting after/before your tech rehearsal

Theatres & Bar

Box Office



## GETTING IN TOUCH

The Press Office can be contacted throughout the year:

By e-mail at [publicity@thespaceuk.com](mailto:publicity@thespaceuk.com)

By telephone on 0845 557 7519

(Calls to 0845 are charged at a local rate but may not be included in call packages)

If you have any questions or queries, please don't hesitate to get in touch.

XHLOE & NATASHA, FRINGE FIRST WINNERS 2024

PHOTO: RICHARD DANIELS



# APPENDIX

THE ROAYAL MILE  
PHOTO: GARETH HUGHES

# APPENDIX 1: SAMPLE PRESS RELEASE



MEDIA RELEASE 2025

No1 Production Company

## A catpella

Expect an unforgettable night pitched purrfectly  
at lovers of Andrew Lloyd Webber musicals



Relive the magic of **Andrew Lloyd Webber** at the peak of his powers in this remarkable a capella tribute to the most successful musical composer in recent history. It's the music that inspired generations of musical lovers, brought to a capella form by seven sensational voices - come find out why they get standing ovations every night. Packed with all of **Lloyd Webber's** biggest hits including *Phantom of the Opera*, *Cats*, *Sunset Boulevard*, *Evita*, *Jesus Christer Superstar*, *School of Rock* and *Joseph and the Amazing Technicolor Dreamcoat*.

From the producers of recent Edinburgh smash-hits **Treble Threat** and **Unaccompanied Minors**, comes another night out to remember. **A catpella**, the UK's number one a capella group have been wowing audiences worldwide and, for the first time in its 70 year history, the Edinburgh Festival Fringe will feature a tribute to **Andrew Lloyd Webber**. **A catpella** is certainly not your typical show. With stunning choreography, stellar enthusiasm and a modern twist on old classics, be prepared to see this sensational a capella group take the Fringe by storm.

Established in 2013 by Charles Hart and Richard Stillgoe, **No1 Production Co.** began touring the UK and establishing an enviable reputation for being the leading a capella group in the UK. For the first time since being formed, **No1 Production Co.** are making their Edinburgh Festival Fringe debut with a show aimed squarely at those with a love of musicals. Since being founded, **No1 Production Co.'s** profile has been rising year-on-year. Recent semi-finalists in BBC's Pitch Perfect Season 2, this award-winning team present their first show at the Fringe.

'Wow. Or Should I say Me-Wow'  
★★★★★ *The Daily Times*

★★★★★ FourWeeks ★★★★★ InStage ★★★★★ ReviewTheFringe  
★★★★★ Edinburgh94 ★★★★★ One2Review ★★★★★ LondonTheatre2

### Listings information

Venue: **theSpace @ Niddry Street**  
Dates: 2-10 August 2025 (not 5, 7)  
Time: 20:10 (0hr55)  
Ticket prices: £8.50 / concessions £6.50 / children £4.50  
Fringe box office: 0131 226 0000 / [www.edfringe.com](http://www.edfringe.com)  
Suitable for all ages

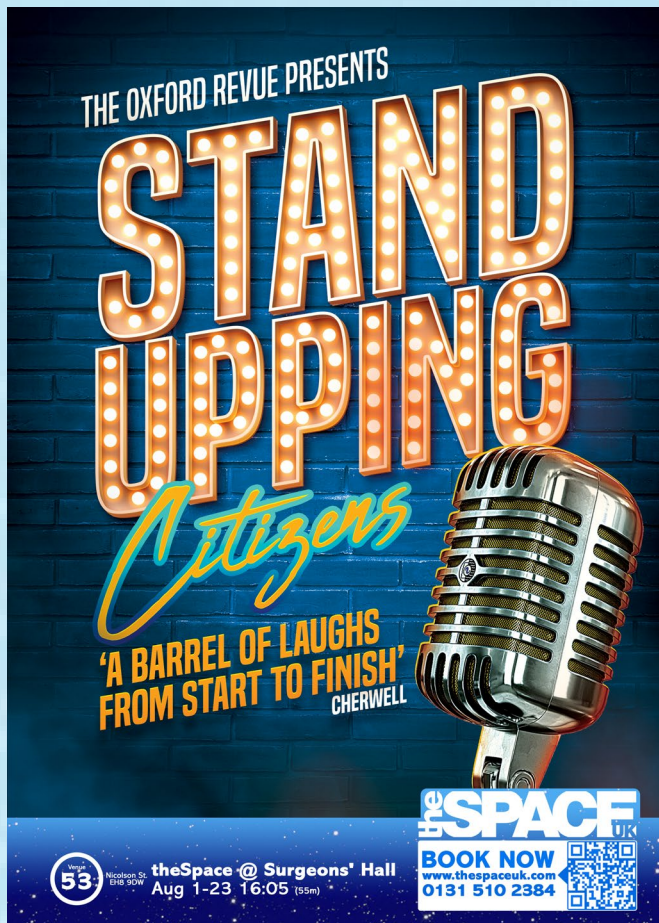
For more information, photos, interviews, or media contact John Doe on **INSERT MOBILE NUMBER** or email **INSERT EMAIL ADDRESS**

### FOR FURTHER INFORMATION CONTACT

theSpaceUK Press Office / [publicity@theSpaceUK.com](mailto:publicity@theSpaceUK.com) / 0845 557 7519



## APPENDIX 2: SAMPLE A3 POSTERS





## APPENDIX 3: SAMPLE A6 FLYERS

