



## **10<sup>TH</sup> GLASGOW INTERNATIONAL COMEDY FESTIVAL TAKES OFF**

**Comedian Bruce Devlin turns chauffeur and welcomes big names to the city as landmark festival gets off to a flying start**

Holiday makers and business travellers got more than they bargained for at Glasgow Airport this morning as comedian Bruce Devlin turned chauffeur and welcomed big comedy names to Glasgow to mark the launch of the 10<sup>th</sup> Glasgow International Comedy Festival.

The airport, which will see comedians from across the UK and beyond flocking to the city to mark the special 10<sup>th</sup> anniversary comedy occasion, was brought to a standstill as Bruce donned his chauffeur get-up and took to the arrivals gate with welcome signs for big names like Dara O'Briain, Sarah Millican, Rory Bremner and Ardal O'Hanlon.

Bruce also turned heads with some 'plane talking' stand-up, performed for travellers throughout the morning.

Able assisted by air stewards from festival travel partners easyJet and United Airlines, Glasgow's own Bruce is welcoming his peers from across the globe for the 10<sup>th</sup> annual Glasgow International Comedy Festival, which kicks off tomorrow (Thursday 15 March).

The city will play host to a bumper gathering of some of the world's most in-demand comedians until 1 April, with nearly 100,000 tickets available for more than 330 shows across 40 venues.

Funded by Glasgow City Marketing Bureau and Event Scotland, over the last decade the festival has become a city and Scottish institution. Over 600,000 tickets have been sold over the past 10 years, and more than 2,000 comedians have graced the many stages the festival provides throughout the city.

This year boasts the best programme yet with more big name shows than ever before. The festival's official 10<sup>th</sup> anniversary line-up includes a variety of top stand-up, sketch, music, theatre, TV and film performers from Scotland and around the world.



Nightly stand-up at the city's largest theatre, The King's, includes stars like Stewart Lee, Ardal O'Hanlon and Dorothy Paul. A gala charity night on 19<sup>th</sup> March brings together two of Scotland's biggest stars – Frankie Boyle and Greg McHugh (Gary Tank Commander) – to raise funds for Palestine.

2012 sees the festival champion a host of top home-grown comedy performers including favourites Daniel Sloss, Des Clarke, Raymond Mearns, Janey Godley and Craig Hill.

**Tommy Sheppard, Director of the Scottish Comedy Agency, the company behind the festival,** said: "It's incredible to be kicking off our 10<sup>th</sup> Glasgow International Comedy Festival – and quite an achievement to be going from strength to strength a decade on.

"The next few weeks will provide an outstanding breadth of comedy gracing Glasgow stages and the excitement in the city is at its peak. This is now a major and highly anticipated event for Glasgow – and indeed for Scotland and the UK – and we expect this year to be our best yet."

**Scott Taylor, Chief Executive of Glasgow City Marketing Bureau,** said: "Glasgow International Comedy Festival enjoys a high-flying reputation on the international comedy circuit, so what better way to launch this year's festival and welcome visitors to the city than with an introductory show at Glasgow Airport.

"Over the past decade the festival has grown to become Europe's premier comedy event. Year-on-year it has attracted increasing numbers of visitors and has brought some of the greatest comedy performers in the world to Glasgow, which not only generates significant benefits for the city's economy, but also demonstrates our ability to successfully host major international events.

"This year's festival boasts another stellar line-up from home and abroad and with more than 300 shows over 40 venues, visitors are in for a real treat."

**Shelley Hinde, Marketing Manager – UK & Ireland, United Airlines,** said: "It's just great to see the fantastic line up this year and we're really excited to be supporting the festival again. There's a nice mix of big names as well as new talent this year. We're especially looking forward to the America Stands Up! night, even flying in a few of the comedians from the U.S. on our nonstop New York – Glasgow service."



**Hugh Aitken, easyJet's commercial manager for Scotland**, said: "We are delighted to be supporting the Glasgow International Comedy Festival for the second year in a row as it continues to enhance its reputation for delivering a world class comedy programme.

"easyJet is fully committed to the city of Glasgow, introducing new routes to Amsterdam and Jersey as well as increasing frequency on its Glasgow to London Gatwick route during the past 12 months.

"Our continued objective is to make air travel easy and affordable for our growing customer base, and those looking to travel to the festival should look no further than [www.easyjet.com](http://www.easyjet.com) to take advantage of our frequent and affordable flights into Glasgow Airport."

**Steven Marshall, marketing manager at Glasgow Airport**, said: "It is amazing to think that 2012 marks the tenth year of the Glasgow Comedy Festival. Every year, the event seems to get bigger and better and this year is no exception, with some of the UK's most popular funny men amongst the headline acts.

"As a partner we are thrilled Glasgow Airport has been chosen as the venue to launch the comedy festival and are looking forward to Bruce Devlin returning to the airport, entertaining visitors travelling through the airport."

Further information on shows at the Glasgow International Comedy Festival can be found at [www.glasgowcomedyfestival.com](http://www.glasgowcomedyfestival.com).

**ENDS**

**FURTHER INFORMATION:**

Press release issued by Beattie Communications on behalf of Glasgow International Comedy Festival

**Julie Yeudall** / 01698 787845 / 07730415019 / [julie.yeudall@onlybeattie.com](mailto:julie.yeudall@onlybeattie.com)

**Chris McGhee** / 01698 787844 / [chris.mcghee@onlybeattie.com](mailto:chris.mcghee@onlybeattie.com)

**Jennifer Cauley** / 01698 787862 / [jennifer.cauley@onlybeattie.com](mailto:jennifer.cauley@onlybeattie.com)

**NOTES TO EDITOR:**

- The **Glasgow International Comedy Festival** was established in 2003 and is now entering its tenth year.
- The Glasgow International Comedy Festival is supported by main funder, Glasgow City Marketing Bureau



- The festival is organised by the Scottish Comedy Agency, a sister company of Salt'n'Sauce Promotions Ltd, which owns and operates the highly successful Stand Comedy Clubs in Edinburgh and Glasgow.
- Tickets for all shows are available via the respective venue's own box offices or direct from the festival ticket hotline on 0844 395 4005

**Glasgow City Marketing Bureau** is the official destination marketing organisation (DMO) for metropolitan Glasgow. It is engaged in national and international activity comprising: development and implementation of the city branding campaign **Glasgow: Scotland with style**; event creation, attraction, management and marketing; conventions, incentives, meetings and exhibition sales; accommodation bookings, public relations and optimisation of the website: [www.seeglasgow.com](http://www.seeglasgow.com).

**EventScotland:**

EventScotland is the national events agency. EventScotland is working to make Scotland one of the world's leading event destinations. By developing an exciting portfolio of sporting and cultural events EventScotland is helping to raise Scotland's international profile and boost the economy by attracting more visitors. For further information about EventScotland, its funding programmes and latest event news visit [www.EventScotland.org](http://www.EventScotland.org).

**About the Year of Creative Scotland 2012:**

The Year of Creative Scotland began on January 1, 2012 and is a chance to showcase, celebrate and promote Scotland's cultural and creative strengths on a world stage. Through a dynamic and exciting year-long programme of activity celebrating our world-class events, festivals, culture and heritage, the year puts Scotland's culture and creativity in the international spotlight with a focus on cultural tourism and developing the events industry and creative sector in Scotland. More information about the programme can be found at: [www.visitscotland.com/creative](http://www.visitscotland.com/creative). The Year of Creative Scotland is a Scottish Government initiative led in partnership by EventScotland, VisitScotland, Creative Scotland and VOCAL.