

FOR IMMEDIATE RELEASE

FESTIVALS EDINBURGH APPOINTS NEW DIRECTOR

Festivals Edinburgh has appointed Julia Amour as its new Director, succeeding Faith Liddell who is stepping down from the role in November. Julia Amour brings significant experience to the position developed across the cultural, economic development and education sectors, having previously held senior positions with the British Council, Scottish Development International and the Scottish Higher Education Funding Council.

Ken Hay, Chair of Festivals Edinburgh: *'We're delighted to welcome Julia to the post of Director of Festivals Edinburgh. Julia's skills and experience made her the ideal candidate for the role, and we look forward to working with her in implementing the recommendations of the recent Thundering Hooves 2.0 study, maintaining Edinburgh's position as the world's leading festival city.'*

Julia Amour said *'I'm thrilled to be joining Festivals Edinburgh in the role of Director, to work with Edinburgh's 12 major festivals on supporting their next phase of collective development. Edinburgh's collaborative approach is admired around the world, and it's an exciting time to be joining the team. There is such great potential to strengthen our local, national and global reach and make an even bigger difference for the city and for Scotland.'*

Much of the work of the new Director will be focused on the delivery of the recently published Thundering Hooves 2.0 study, which was produced to provide the strategic framework for Edinburgh's Festivals for the next decade. The Director will be instrumental in working with the festivals and their partners to drive forward their collective ambitions.

Julia takes up the position early December 2015.

Ends.

NOTES TO EDITORS:

1. For any press enquiries please contact Susan Russell at susan@festivalsedinburgh.com or on 0131 529 6763.
2. Festivals Edinburgh was created in 2007 by the Directors of Edinburgh's 12 major festivals. The organisation's mission is to support the festivals in sustaining and developing their position as the world's leading festival city. To find out more about Festivals Edinburgh please visit www.edinburghfestivalcity.com/about.
3. Julia is currently a member of the British Council's global Management Board, with a leading role in UK arts programmes. Prior to joining the British Council in 2007, she held communications and leadership roles across a range of Scottish public bodies. Beginning her career as a press officer, Julia became Assistant Director for Corporate Affairs at the Scottish Higher Education Funding Council by 1999. She joined Scottish Development International in 2002 as Director of Group Services, supporting Scottish Ministers to develop global trade and investment links. Julia grew up in Inverness, moved to Edinburgh as a student and has lived in the city ever since.
4. The Thundering Hooves 2.0 report can be downloaded at www.edinburghfestivalcity.com/thunderinghooves.