

Sponsor adds a bit of “spirit” to Celtic Connections

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An apt new sponsor has been unveiled for the hottest winter festival in the music calendar, Celtic Connections 2008.

Black Bottle Original Blended Scotch Whisky will now be the official blended whisky of the festival. Available at all venues, Black Bottle will even have its own “gigs” during the festival, with several master classes scheduled during the festival and hosted by its Islay-based Distillery Manager, John MacLellan.

Now in its 15th year, the festival takes place between 16th January and 3rd February 2008 in Glasgow. With over 300 events Celtic Connections has something for everyone, including concerts by former Rolling Stone Bill Wyman, Scots rockers Teenage Fanclub, Senegalese singing sensation Baaba Maal and Scottish folk big band The Unusual Suspects.

Talking about their sponsorship, David Allan, Brand Manager for Black Bottle says “We are delighted to be part of Celtic Connections and see our sponsorship as really relevant given the host of Scottish musical talent that plays a big part in the Festival. What could be better than enjoying an award winning dram at the same time as appreciating some of Scotland’s best musical talent?”

Donald Shaw, Artistic Director of Celtic Connections is equally pleased about the new sponsorship deal: “Although we have an international flavour with acts performing from around the world, we pride ourselves on being a major platform for home-grown talent. Having Black Bottle join us as a sponsor extends this platform for Scottish musical talent to include our national drink as well”.

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