# St Andrew's Day Music Festival Welcomes Sponsors Ambassador Group

**Friday 13 November, 2020**

The Frontline Festival Scotland is a new virtual gig delivered by Ceangail. Its aim is to inject some life back into the creative industry by supporting Scottish artists, whilst raising funds for Scotland's frontline charities.

**Support from the Scottish Property Industry**

Ambassador Group have been very supportive of this event, joining as the main sponsor. They are a Scottish property company who deliver three core services; property development, investments and an advisory service across the whole of the country.

Supporting this charitable event has given them the opportunity to show their commitment to the arts industry and the frontline charities that operate throughout Scotland.

Vivi Iafrate, Head of Sales, Marketing & Customer Experience for Ambassador Group is keen to explain her endorsement of this event; "We as a company have decided to support this great event and cause not just because of current times, but in all circumstances we should all be supporting events and causes that benefit others. We try as best we can to provide help and support to causes within the areas we work in."

She continued; "As a Scottish company we pride ourselves in delivering the best for Scotland in terms of owning and developing property that is sustainable and people can use to live, work and play. With that ethos we try using our experienced teams and professional partners to create economic growth in Scotland. "

**New Virtual Gig Showcasing Scottish Artistes**

Matt McGrandles, Director of Ceangail, appreciates Ambassador Group's commitment to the event; "It's a great boost for us to have Ambassador Group on board as our main sponsor. Both events and artist bookings have been hit really hard this year because of covid-19. With many other music events being cancelled or postponed, the Frontline Festival Scotland virtual gig has been massively welcomed by all the artists involved. We have a great line up and we're looking forward to enjoying the music and hopefully raising funds for the charities involved."

The gig is free to view, the hope is that fans will consider making a donation before or during the gig to the Frontline Festival Scotland charities. Many of the bands including Bay City Rollers and Hugh and Cry have posted video messages on the Frontline Festivals Facebook page, encouraging music fans to support the event. Donations are received via the Just Giving page and text donations.

**More information:**

Sponsor:
Ambassador Group: https://www.ambassador-group.co.uk/

Donations:
Just Giving - https://www.justgiving.com/team/frontline-festival-scotland
Text Donations: The number to text is 70085, text "FRONTLINE5" = £5, text "FRONTLINE10" = £10 etc

Sign Up:
Sign up: https://www.facebook.com/events/353168125645100

Charities:
Scotland's Charity Air Ambulance: https://www.scaa.org.uk/
Scottish Police Benevolent Fund: https://www.spbf.org.uk/
SFRS Family Support Trust: https://sfrs-familysupport.org.uk/
Scottish Ambulance Endowment Charity https://www.scottishambulance.com/

## Media:











## Related Sectors:

Charities & non-profits :: Construction & Property :: Entertainment & Arts :: Leisure & Hobbies :: Travel & Tourism ::

## Related Keywords:

Frontline Festival Scotland :: Wet Wet Wet :: Hue And Cry :: Altered Images :: Sandi Thom :: Bay City Rollers :: The Bluebells :: Nicky Mcdonald ::

## Scan Me:

## Company Contact:

**Ceangail**

T. 0330 122 1997
E. office@ceangail.org
W. https://www.ceangail.org

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