

Babushka in Happily Ever After

MARKETING KIT

APPROVALS

Please note all marketing materials including print (posters, flyers, press advertising), broadcast (TV and radio ads) and digital (website, emails) require approval before being published or sent to print.

Approvals should be sent to the marketing contact as listed below. Please allow a 24-hour turnaround on all approvals.

PROMOTIONAL MATERIAL SUMMARY

Use this as a quick guide when creating marketing materials. You will find more detail about this production throughout this marketing kit.

Presentation line

Presented by Little Match Productions and [your venue]

Show title

Babushka in Happily Ever After

Show copy

Three unlikely princesses tell you a very grown-up bedtime story.

Babushka is back to turn your best-loved children's stories inside out. This hilarious cabaret features the raucous music of Kurt Weill and modern muses from Rihanna to Tom Waits.

Babushka gives Rapunzel a sharp new haircut and gives a whole new meaning to Puss in Boots. These Princesses didn't make the Disney cut, but demand to live happily ever after.

Lead media quote

"...lambasted the audience with raunchy wit, sly humour, sexy asides, and fabulous vocals..."

Eric Scott - Absolute Theatre

Required acknowledgments

arTour

Required logos

Little Match Productions, arTour

Photo credit

Joel Devereux, Styling by Penny Challen

PRODUCTION NAME

Babushka in Happily Ever After

COMPANY NAME

Little Match Productions

PRODUCER NAME

Little Match Productions

MARKETING CONTACT

Name: Bethan Ellsmore

Title/Organisation: Little Match Productions
Email: bethan@littlematchproductions.com
Phone: 0435 030 074

PR CONTACT

Name: Bethan Ellsmore
Title/Organisation: Little Match Productions
Email: bethan@littlematchproductions.com
Phone: 0435 030 074

PRESENTATION LINE / BILLING

Presented by Little Match Productions and [your venue]

MANDATORY ACKNOWLEDGMENTS

The following acknowledgement text must be included on all materials (including print, digital and broadcast) created for the tour, but is negotiable for press advertisements where space is limited:

This project is supported by The Playing Queensland Fund and arTour, initiatives of the Queensland Government through Arts Queensland, part of the Department of the Premier and Cabinet.

GENRE

Cabaret/Music

PERFORMANCE DURATION

60 mins or 100 mins (with interval)

AGE SUITABILITY

M 15+ (Course language, adult themes)

MARKETING ONE LINER (10 WORDS)

Three unlikely princesses tell you a very grown-up bedtime story.

SHORT MARKETING COPY (70 WORDS)

Three unlikely princesses tell you a very grown-up bedtime story.

Babushka is back to turn your best-loved children's stories inside out. This hilarious cabaret features the raucous music of Kurt Weill and modern muses from Rihanna to Tom Waits.

Babushka gives Rapunzel a sharp new haircut and gives a whole new meaning to Puss in Boots. These Princesses didn't make the Disney cut, but demand to live happily ever after.

LONG MARKETING COPY (150 WORDS)

Three unlikely princess want to tell you a very grown-up bedtime story.

Having performed to rapturous applause at Queensland Cabaret Festival, Melbourne Cabaret Festival and the Adelaide Fringe Festival, the three Princesses of Babushka want to tell you some brand new fairytales.

After hit tours of Doll and I Can Keep A Secret, Babushka is back with Happily Ever After to turn your best-loved children's stories inside out. Be entertained by this wickedly funny cabaret that features the raucous music of Kurt Weill and modern muses from Rihanna to Violent Femmes to Tom Waits.

Babushka are ready to give Rapunzel a sharp new haircut, put Goldilocks in charge of the three bears and give a whole new meaning to Puss in Boots. These Princesses who didn't quite make the Disney cut, but still demand to live happily ever after.

ABOUT THE COMPANY/ARTIST (MAX 200 WORDS)

Little Match Productions is an independent Brisbane-based company that creates contemporary musical performance works that traverse comedy-cabaret, opera, classical music and children's theatre. The company is passionate about exploring our collective humanity via its most primal and intrinsically expressive media - the voice. Over the past six years, Artistic Director Alicia Cush, Creative Producer Bethan Ellsmore & Designer Penny Challen have developed a reputation for their unique ability to present classical vocal techniques in innovative contemporary contexts.

Creating works for the cabaret group Babushka, operatic ensemble Belladiva, and cabaret artist Bethan Ellsmore, Little Match Productions has a focus on creating roles, collaborations and opportunities for female artists and arts professionals. Their works fuse opera, classical, cabaret and pop in theatrical musical experiences that combine arresting and original musical arrangements, vocal acrobatics and compelling storytelling.

Over the past four years, the collective has produced work for Queensland Cabaret Festival, Wonderland Festival, Adelaide Fringe Festival, Anywhere Theatre Festival and Brisbane Fringe Festival and presented at Brisbane Festival, Queensland Music Festival, Brisbane Cabaret Festival, Woodford Folk Festival and Noosa Long Weekend.

CAST AND CREATIVES LIST

The following is a complete list of the credits required on website and in house programs.

Creative Director: Alicia Cush

Designer: Penelope Challen

Performers: Alicia Cush, Bethan Ellsmore & Judy Hainsworth

Musical Director/Accompanist: Luke Volker

CAST AND CREATIVES BIOS

JUDY HAINSWORTH

Judy Hainsworth is one of Brisbane's most dynamic performers and writers. Her cabaret #FirstWorldWhiteGirls has earned rave reviews and toured to Brisbane, Adelaide, Melbourne and regional Queensland. In 2015, she was a finalist in the International Cabaret Competition with her show Hangry White Female and she is a member of award-winning cabaret trio Babushka. Judy's theatre credits include Revolting Rhymes & Dirty Beasts (shake & stir) and The Narcissist (STC/La Boite), which toured nationally and earned her a Matilda Award nomination for Best Supporting Actress. Judy has also performed with Opera Queensland, Queensland Ballet, Harvest Rain and The Good Room. Judy has a Bachelor of Theatre Arts (acting, with Distinction) from the University of Southern Queensland and a Master of Arts from the University of Queensland.

ALICIA CUSH

Alicia Cush is a Brisbane-based performer, musical director and independent producer. Currently, Alicia is the Artistic Director of Little Match Productions, directing and performing with Babushka and Belladiva. These ensembles have performed at many prestigious events, including Brisbane Festival and Queensland Cabaret Festival. She has been a Circa performer and part of the Opera Q ensemble. Recently, Alicia was a 2high Festival Producer, toured internationally with Circa's *Il Ritorno* and was an artist-in-residence at the Judith Wright Centre. This year will see Alicia on a Belladiva state tour, national touring with Babushka and in development for *The Owl & the Pussycat*.

BETHAN ELLSMORE

Bethan Ellsmore is growing her reputation as a truly versatile vocalist, producer and performer. A graduate of the Queensland Conservatorium with a Bachelor of Music in Performance (Classical Voice), she continued with a Master of Music Studies in Jazz & Contemporary Voice. Bethan creates and performs with acclaimed Brisbane cabaret collective Babushka, starring in *Doll* at the Judith Wright Centre of Contemporary Arts. She recently performed the role of Penelope in the Australian cast of Circa's *Il Ritorno*. Her solo cabaret work *Queen of the Night* debuted to excellent reviews at the 2015 Queensland Cabaret Festival. Bethan leads her band La Trav from behind the piano, co-produced and performed in the 2014 premiere of electro-opera spectacle *Aria Moderna* and starred alongside Carita Farrer and Lil Fi in the 21st *Women in Voice*.

LUKE VOLKER

Since moving to Brisbane in 2008, Luke has been highly sought after as a musical director, vocal arranger, orchestrator and accompanist for a number of musical and theatrical performances in and around Brisbane. He received his Bachelor of Music from the Queensland University of Technology, where he also studied drama and acting. Luke has trained in music direction at the multiple-Tony award-winning Goodspeed Theatre (USA), and holds a Master of Music Studies in Composition and Conducting from the Queensland Conservatorium. As a pianist, Luke has been official accompanist for the Queensland Vocal

Competition, the Australian Musical Theatre Workshop, and the International Congress of Voice Teachers, as well as playing for master classes with international artists Kristin Chenoweth and Jason Robert Brown.

IMAGES

A selection of high res images are available to download

[Hero Images](#)

[Production Images](#)

IMAGE CREDITS

Please ensure images are credited as:

Hero images by Joel Devereux, styled by Penelope Challen

KEY ARTWORK

Artwork templates for poster and flyer are available to [download](#). Venues can edit these to include their performance information, seek approval and print locally.

LOGOS

These logos are mandatory and must be included on all print and digital material.

Logos are lock up - available for [download](#)

WEBSITE

<http://www.littlematchproductions.com>

SOCIAL LINKS

Soundcloud: <https://soundcloud.com/babushkamusic>

Facebook: <https://www.facebook.com/babushkacabaret/>

YouTube: <http://www.youtube.com/user/BabushkaMusic>

Instagram: <http://instagram.com/babushkamusic>

Twitter: <https://twitter.com/BabushkaMusic>

MEDIA QUOTES

“...lambasted the audience with raunchy wit, sly humour, sexy asides, and fabulous vocals...”

Eric Scott - Absolute Theatre

“...all the ingredients of good cabaret: laughs, gasps and a show of genuine talent...” -

Meredith Walker, Blue Curtains

“Babushka don't do things by halves, these girls go ga-ga for femme.” – Jessica Bozoky -

Scenetr

OTHER QUOTES

“It was a fabulously flirtatious and fun evening of entertainment.” – Audience member

MEDIA RELEASE

A media release template is available for download

<https://www.dropbox.com/sh/qg9ooxantbtpgu9/AAAgDdFZzld3jn3C5mjGV8ja?dl=0>

AWARDS / NOMINATIONS /GRANT RECIPIENT

[Short + Sweet Queensland - Best Cabaret Production - 2014](#)

Fresh Ground Artist-in-Residence at the Judith Wright Centre for Contemporary Arts - 2015

Judy Hainsworth has been nominated for a Helpmann Award for Best Children's

Presentation with shake & stir theatre co's Revolting Rhymes & Dirty Beasts

Alicia Cush & Bethan Ellsmore have been nominated for a Helpmann Award for Best Visual or Physical Theatre Production with Circa's Il Ritorno

PREVIOUS SEASONS / TOURS

Babushka: Doll – Judith Wright Centre for Contemporary Arts – Premiere – State touring 2015-2017

I Can Keep A Secret - Qld regional mini tour - 2017

I Can Keep A Secret – Qld State Regional Tour - 2014

SUGGESTED TARGET AUDIENCE

Target audience: Women 35-65 yrs

Specific demographics:

- Ladies' night out/Women
- Comedy lovers
- Cabaret lovers
- Community choristers
- Singing Hobbyists
- Classical Music/Opera lovers

SOCIAL MEDIA AND PROMOTION IDEAS

TBC
