



MARKETING TOOLKIT

Lovely Lady Lump
Lana Schwarcz

2017 Victorian Tour

MARKETING TOOLKIT

This marketing material has been prepared by the producer and Regional Arts Victoria and is designed to assist your venue in preparing marketing material such as season brochures, online web listings and media opportunities.

Regional Arts Victoria will prepare posters and flyers for this production that are required to be used by all venues included in the tour.

Please access the tour dropbox for more materials such as media release template, images and video.

Dropbox link: <https://www.dropbox.com/sh/7is3i1j8201h901/AABXDvfagkAQAsc-xM2Owq7ha?dl=0>

This link will not change between now and the end of the tour it will be updated as new materials are created.

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MARKETING INFORMATION

As at: Thursday, October 06, 2016

Producer Marketing Contact: Lana Schwarcz

Email: lane@thatgirlentertainment.com

Phone: 0423 449 988

All marketing enquiries and media enquiries must be directed to Regional Arts Victoria, unless otherwise arranged.

PERFORMANCE AND COMPANY INFORMATION

Performance Title: Lovely Lady Lump

Written and performed by: Lana Schwarcz

Directed by: Liz Skitch and Sarah Ward

Projection Art: Simon Burgin

Sound Design: Steven Gates

Compulsory billings: The production must be clearly credited to Lana Schwarcz, e.g. *Lovely Lady Lump* by Lana Schwarcz, or Lana Schwarcz: *Lovely Lady Lump*.

Artform: Theatre

Running Time: Approx. 65 minutes no interval

Warnings: Nudity within context, occasional strong coarse language

Key themes: Seeing comedy in tragedy, challenging the cancer industry, health awareness.

OUR HOT TIPS

- The production is funny and clever, but it doesn't shy away from reality. The show is like a roller coaster ride that is breast cancer. Rest assured - it will definitely leave you smiling.
- The name refers to Lana. Because she's lovely, and doesn't have a lump anymore!
- Audiences will have to be ok with a little bit of bare bosom. The artist's bosom. Not yours.
- *Lovely Lady Lump* is not stand-up comedy. It uses lots of theatrical devices.
- Artists animated Lana's real medical procedures and project these images onto her body.
- *Lovely Lady Lump* is an acclaimed production that has received five star reviews and won awards all over the world: Most Outstanding Solo Show (Ottawa), Best Theatre (Dunedin), Best Female Show (Winnipeg), ABC720 Best Theatre (Perth).
- Lana does fantastic interviews and is great with media – make sure you contact your local radio and media and organise an interview.
- October is [breast cancer awareness month](#) – rework your media release and do some direct approaches to breast cancer support groups, clinics and health professionals.

VIDEO LINKS

Lovely Lady Lump promotional clip (45 seconds): <https://vimeo.com/176776210>

SNAP FACTS

A list of short facts designed for box office staff. These facts are smart selling points and interesting details for venue staff to start familiarising themselves with the production. We recommend printing them out and placing them where the booking lines are answered.

1. *Lovely Lady Lump* uses comedy to address the frustrations of going through cancer treatment. It is not going to be a depressing night at the theatre. While there are heavy themes, there will be plenty of laughs, too.

2. *Lovely Lady Lump* runs for approximately 60 minutes, no interval. The audience is encouraged to stay post-show to meet Lana.
3. The production is recommended for young adult and adult audiences. There is occasional strong coarse language, and contextual nudity.
4. There is strictly no photography during the performance.

TARGET AUDIENCE

Key Audience Segments

Audience Segment	Ideas on how to activate them
Theatre goers	<i>Lovely Lady Lump</i> is a solo theatrical work with innovative use of projections, soundscapes and puppetry. It will be of interest to your general theatre going audience. Activate this audience through direct mail campaigns, electronic direct mail, and posters in and around your venue.
People who have lived with cancer, as well as family, friends and carers	The approach of this show is of great appeal to people who have lived with cancer, and their family, friends and carers. Consider approaching survivorship and support groups such as Breacan, Think Pink, BCNA, McGrath Foundation, Peter Mac survivorship, and local breast screen centres. Place posters in waiting rooms, or request that Lana posts directly in online specific breast cancer survivor support groups (these usually have privacy settings that will prevent you posting).
Women	This show has several themes that directly appeals to women, including feminism, women's health, and fertility. Consider direct marketing to feminist groups, gender studies courses at your local tertiary education provider, women's hospitals, and targeted social media advertisements.
Health professionals	Breast care nurses (McGrath Foundation), Breast Screen Victoria (who are actually a major part of the show's story), Peter Mac, radiation, chemo, and oncology departments at hospitals are all great audience segments for this production. Include the review of the show published in <i>The Lancet Oncology</i> (a medical journal) to be shared through their intranet. <i>Lovely Lady Lump</i> has had several group bookings from nurses, so consider an incentive (e.g. discounted tickets) for group purchases.
Comedy fans	Send releases to comedy websites such as Squirrel Comedy, consider targeted social media marketing for those interested in comedy, listings in comedy sections of Time Out and other listings.
Tertiary students	<i>Lovely Lady Lump</i> is appropriate for tertiary students, particularly drama students looking to experience an innovative solo show.

Special Interest Groups:

An Auslan interpreted show was presented at The Malthouse for the deaf community. Nic Maher interpreted, and the show lent itself extremely well to an interpreted performance due to its strong base in storytelling and visual projections.

Audience Participation suggestions:

- Lana is available to speak with audience members post-show and listen to their stories. This has been very well received and is seen as an important element of the show, so brief front of house staff to encourage the audience to stay post-show.
- Lana is also available to conduct workshops with survivors to record their stories. Workshops can run for approximately two hours, depending on the number of participants. Further details on this offering are available.

SYNOPSIS & SHOW COPY

Tagline: Because we all hate cancer.

Show Description

“Let me start by telling you I’m ok. I’m just in a small situation involving a pesky cancer tumour in my left nork, but I’m not dying and I’m the luckiest person in the entire world.”

Jokes, truths, and one or two poignant bits from acclaimed Melbourne comic, Lana Schwarcz, who survived breast cancer. Everyone hates cancer. Good. Let’s hate it together with gags, animated projections, and some characters you might meet along the way. Hilarious, poignant and frank, this is a must see from anyone who has ever found themselves lying awake at night worrying about cancer. *Lovely Lady Lump* reminds us of our ability to take the power back from our fears if we just laugh at them... Or at least with them.

BIOGRAPHIES

Lana Schwarcz | Writer and Performer

Lana is an independent theatre practitioner with more than 20 years’ experience. Her one-woman shows such as *Grandpa Sol and Grandma Rosie* and *Small Talk* have earned acclaim. Lana works as an actor, puppeteer, stand-up comic and corporate entertainer, and when she is not working as company member for others, she writes and creates all her own work, including the design and build of puppets. Lana regularly performs in puppet cabarets and slams, and makes all her own puppets at Sunshine Arts Spaces, as resident artist supported by the City of Brimbank. Lana’s television credits include *Neighbours* and *Winners and Losers*.

Sarah Ward | Co-Director

Sarah is a multi-award winning cabaret provocateur and performer. Creator of cabaret character Yana Alana, Sarah received the 2014 Helpmann award for Best Cabaret Artist. Alongside her band Tha Paranas and director Anni Davey she has received ten Green Room Awards, including three for Best Cabaret Artist as well as the Adelaide Fringe Award and the Melbourne Fringe Award for Best Cabaret. Sarah has performed in Copenhagen, Madrid, the USA, Buenos Aires and right across Australia both with her own shows and with Circus Oz, La Soiree, Finucane and Smiths Glory box, Arena Theatre Company and Melbourne Workers Theatre. She most recently performed in the highly acclaimed Dee & Cornelius play *SHIT* as part of the MTC’s Neon Festival. Sarah was one half of the much celebrated cult hip-hop cabaret act Sista She and co-created SHE TV for Channel V as well as appearing on light entertainment shows for SBS, ABC and the Ten Network.

Liz Skitch | Co-Director

Liz Skitch is an acclaimed comedian, actor, director and writer. Specialising in clowning, she trained at the school of Philippe Gaulier in London (2000). For more than 15 years, Liz has been involved in the creation of a large body of work with her theatre company, debase productions. Their productions have toured nationally and internationally. In recent years Skitch is best known as a comic accordionist and MCs the monthly Moulin Beige vaudeville night (The Wesley Anne, Northcote). Her comedy cabaret ‘Skitch Tease’ toured the festival circuit in 2010/ 2011 (Woodford Folk Festival, Adelaide Fringe, Melbourne Comedy, Edinburgh Fringe, Brighton Fringe, Glastonbury Festival). Her work ‘Spoilt’ has played La Mama (Melbourne Fringe, 2013), Melbourne Comedy Festival 2014, Brisbane Powerhouse, Knox Arts Centre, Doncaster Playhouse and toured with 6PAC in 2015.

Simon Burgin | Projection Artist

Simon is a talented filmmaker and visual artist, specialising in motion and interaction creative. For more than ten years, Simon has worked on both and large and small scale ventures across experiential, projection and interactive projects. Awards include 2013 Silver 'Public Spaces' APEX digital signage awards, 2011 Young Producers Grant, BBC Worldwide, 2011 Queen Elizabeth II Technicians Award, and 2007 Best Short Documentary, New Zealand Documentary Festival.

Steven Gates | Sound Design

Steven Gates is an experienced composer, actor and writer. Steven's credits include The Sideshow (2007), Skithouse (2003) and Hammer or Claw (2015). Acting credits include House Husbands, Upper Middle Bogan and Blue Heelers. Steven has also written for It's a Date and Skithouse, and has appeared on Adam Hills Tonight, Spicks and Specks, Good News Week, Rove Live, Melbourne International Comedy Festival Gala, and The Mick Molloy Show in his role as a member of acclaimed musical comedy trio, Tripod.

REVIEWS AND PRESS

"Gutsy and gleeful... An experience of rare candour, compassion and insight." Theatreview NZ (full review: <http://www.theatreview.org.nz/reviews/review.php?id=8881>)

"Uproariously funny, devastating and heartfelt." The Residents NZ (full review: <http://theresidents.co.nz/blog/2016/2/23/review-fringe-festival-2016-lovely-lady-lump->)

"This is an hilariously honest hour about cancer." Sometimes Melbourne (full review: <http://sometimesmelbourne.blogspot.com.au/2015/09/melbourne-fringe-lovely-lady-lump.html>)

Awards

- 🏆 WINNER Best Theatre, Dunedin Fringe Festival 2016
- 🏆 WINNER Most Outstanding Solo Show, Ottawa Fringe 2016
- 🏆 WINNER Best Female Show, Winnipeg Fringe 2016
- 🏆 NOMINATED Best Show, Dunedin Fringe Festival, 2016
- 🏆 NOMINATED 720ABC Best Theatre Award, Perth 2016

SOCIAL MEDIA

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

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

Website link: <http://www.lanaschwarcz.com/>

Social Media Engagement Ideas

- Be sure to tag Lana Schwarcz in social media posts so that she can retweet / share posts to her followers.

LOGOS AND ACKNOWLEDGEMENTS (REQUIRED ON ALL PROMOTIONAL MATERIALS)

To download the Regional Arts Victoria logo, and read the guidelines go to <http://www.rav.net.au/performing-arts-touring/tour-logos/>



This tour is supported by Creative Victoria. Please include relevant logo on all promotional material. To download the Creative Victoria logo, and read the guideline go to

PROMOTIONAL IMAGE

All images can be found here: <https://www.dropbox.com/sh/7is3i1j8201h901/AABXDvfagkAQAsc-xM2Owq7ha?dl=0>



Hero image credit: Colin Page



Headshot image credit: James Penlidis

Production images credit: Brad Axiak

If you require any clarification or need further information, please contact Ella Bucovaz, Touring and Communications Administrator, Regional Arts Victoria on 03 9644 1806 or email ebucovaz@rav.net.au

Any material not supplied by Regional Arts Victoria **must be approved 72 hours prior to production deadline**. Please forward to ebucovaz@rav.net.au for approval.