

Marketing and Press Pack

Halfmoon

presents

Baa Moo Yellow Dog

A new play for over 2-5's by Chris Elwell

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halfmoon.org.uk

1 The Company

*“The hottest place in London for young people”
(Evening Standard)*

Half Moon Theatre is one of London’s leading theatre resources for young people providing a vibrant and diverse arts programme from our Limehouse base in Tower Hamlets and in youth orientated buildings, schools and other venues across London.

We use theatre making with and for young people as our main artistic focus. All our work is delivered by working in partnership with young people, their teachers and youth leaders and with artists from across the spectrum. Half Moon aims to develop potential and creative ambitions, regardless of ability, through celebrating the cultural diversity of London. This is achieved through four areas of work: *venue programming, producing professional theatre, youth and disability theatre and specialist training programmes.*

Half Moon Young People’s Theatre has been producing work with and for young people in the East end of London for over 25 years. We are committed to writing and casting which reflects our culturally diverse community and producing work that informs, challenges and shapes expressive artistic potential.

Our Aims

- To create high quality theatre for young people
- To develop potential and creative ambitions regardless of ability
- To celebrate diversity through our work
- To run various projects, training programmes and residencies
- To develop new writing
- To tour shows nationally

Previous productions for the same age

When Snow Falls (2003 revival) 3yrs+ : “Magical, moving and fun, an inspirational production that is accessible to all audiences” *Time Out*

When Snow Falls (2001) 3yrs+ : “Mesmerising from the outset, clever and funny” *Time Out*

Tuna Girl 3yrs+ : “An enchanting and beautifully simple play with more consequential ideas about using your imagination and accepting change” *Time Out*

Eclipse...A Tale for Winter 3yrs+ : “Young children are fascinated by the exuberance of the performers and their mysterious stories. These are the lasting impressions that children take home.” *Time Out*

Cloudwatching 3yrs+ : “The tenderness of the interactions between the three characters conveys a valuable message to young audiences: Cloudwatching is delightful.” *Time Out*

3 Marketing & Promotion

Marketing Resources

- A5 flyers
- A3 posters
- Eflyer available by request
- Images and copy for brochure & website
- A free-standing foyer display to accompany the show
- Full colour production photos available in hard copy or jpeg
- Full colour spiral-bound storybook
- Member of the cast or artistic team available for interviews & photocalls
- Your box office details on our website
- A Half Moon contact for queries or further ideas

Target Audience

- Children aged 2 - 5 & their families
- Teachers and group leaders
- Attenders of previous Half Moon shows
- Audiences who have attended comparable productions
- Audiences who attend city farms / visit centres
- SureStart schemes
- School & nursery groups
- Students & educational groups
- Playgroups and playschemes
- Party bookers

Key Selling Points

- **Baa Moo Yellow Dog** is a fantasy about encountering difference and the unexpected for children from 2 - 5 years old and their families or teachers.
- The show features **two actors** and a number of **animal puppet/costumes** on a fun bright country set where familiar toys are brought to life in unusual ways.
- The show has been **specifically developed** with the target age group through pilot projects and is the perfect introduction to live theatre for very young children (running time is 40 minutes).
- A **full colour storybook** is available. A free copy will be supplied to you and there will be further copies available to sell as front of house merchandise or to use as a marketing tool for teachers or group bookers.
- **Half Moon** has an excellent reputation for providing high quality children's theatre.
- By example a **culturally diverse** show.
- The show uses original text, **specially commissioned music** and movement.
- Set in a **magical country world** where we meet larger than life animals such as a cow, horse, sheep, and maybe a dog.

4 Brochure & Website Copy

Baa Moo Yellow Dog for family audiences 2 - 5 years old, running time 40 minutes

Written and directed by Chris Elwell
Designed by Alison Cartledge
Music by Rob Lee
Lighting by James Cartwright

Where are you when cows bleat like sheep, pigs squeak like mice and cats a cock-a-doodle do, too? In Ash's world.

Join Ash as he looks in holes, turns corners, and hops - skips - jumps over cracks. A world where things are not what they first seem and when if you squeeze your eyes shut tight enough, you might see a yellow dog.

Baa Moo Yellow Dog explores the playful imagination of a small boy as he tries to bring order to the unexpected and where difference is a good thing. A world where it doesn't matter if sheep moo - if that is what you want - because you are only three.

A play for 2-5 year olds of few words and oodles of imagination.

(125 words)

Join Ash as he looks in holes, turns corners, and hops - skips - jumps over cracks. A world where cows bleat like sheep, pigs squeak like mice and if you squeeze your eyes shut tight enough, you might see a yellow dog.

A play of few words and oodles of imagination.

(50 words)

Images

The images below are all available for use in brochures, flyers and on websites. We will also be getting some production photos taken which I will send out by email. If you would like hard copies please let me know.



All logos, images, copy & photographs are available via email

5 Sample Press Release

HALF MOON TOURS BAA MOO YELLOW DOG

Written & Directed by Chris Elwell
Designed by Alison Cartledge
Music by Robert Lee

On National Tour from 11 February 2004

Half Moon Young People's Theatre tour their sparkling new theatre production in spring 2004. **Baa Moo Yellow Dog**, an exciting new play for 2 - 5 year olds, opens at **Half Moon** on **February 11** and tours venues, SureStart centres, schools and city farms until April 2004.

Baa Moo Yellow Dog explores the playful imagination of a small boy called Ash as he tries to bring order to the unexpected and where difference is a good thing. A world where it doesn't matter if sheep moo, if that's what you want, because you are only three. Join Ash as he looks in holes, turns corners, and hops - skips - jumps over cracks. A world where things are not what they first seem and when if you squeeze your eyes shut tight enough, you might see a yellow dog.

Half Moon will be embarking on a theatre-based participatory and performance project for the very young, focusing SureStart areas in London during January-April 2004. Each SureStart area will have twenty participatory sessions working with four/five groups such as drop-in centres, speech and language groups, toy libraries, and pre-nursery settings. The programme will also be supported by training sessions for all the care and play workers involved.

Developed in partnership with the centres involved, the programme will address self-esteem, self-reliance and recognition of personal responsibilities. Collaborative play is a priority as is physical and creative development and a further understanding of the world. The sessions will use **Baa Moo Yellow Dog** as their stimuli. One session might encourage collective storytelling through a group play within an imagined world. Another stimulating structured play through a variety of physical activities.

The play is also set to tour into a number of city farms in and around Tower Hamlets for some site specific performances, which are planned to take the show to a much wider non-theatre audience. Furthermore, instead of on a stage, the shows will be performed in barns and fields with perhaps walk on parts for those with four legs rather than two!

This brand new play will be on at the **Half Moon** in east London from the 10 to 14 February before touring the UK until 3 April 2004. Please contact Half Moon for full tour details.

For further information and images please contact Ross James
at Half Moon on Tel: 020 7709 8901 or Email: ross@halfmoon.org.uk

6 Sample Schools Letter

Dear Teacher,

Baa Moo Yellow Dog is our new production for 2-5 year olds.

Q. Where are you when cows bleat like sheep, pigs squeak like mice and cats a cock-a-doodledo, too?

A. In Ash's world.

Join Ash as he looks in holes, turns corners, and hops - skips - jumps over cracks. A world where things are not what they first seem and if you squeeze your eyes shut tight enough, you might even see a yellow dog.

Baa Moo Yellow Dog explores the playful imagination of a small boy as he tries to bring order to the unexpected and where difference is a good thing. A world where it doesn't matter if sheep moo - if that is what you want - because you are only 3.

Piloted and developed through Half Moon's work within pre-school settings, this imaginative story is told through movement, music and simple language and will address self-esteem, self-reliance and recognition of personal responsibilities for the foundation pre-school curriculum. Collaborative play is a priority as is physical and creative development and a further understanding of the world. Workshop sessions that use **Baa Moo Yellow Dog** as their stimuli might aim to encourage collective storytelling through a group play within an imagined world, or to stimulate structured play through a variety of physical activities.

It is available at your school or you can bring the children to the _____ on selected dates. Please see the attached forms for details. I look forward to hearing from you.

Best Wishes,

7 Biographies

CAST

Kae Yukawa - Ash 2



Kae trained at the BRIT School for Performing Arts and Technology. Her recent stage credits include 'Born of Glass' at the Lyric Theatre, Belfast, for the National Youth Music Theatre and the BRIT School, 'The Best Little Whorehouse in Texas'. Screen credits include music video 'Beautiful Occupation' for Travis, BBC Radio One Station Ident and the T-Mobile Commercial. Recent voice over credits for Ant Energy on CNN and Discovery Channels.

Kae would like to dedicate her performance to her 1-year-old baby brother.

Alastair Straker - Ash



Alastair is new to Half Moon and professional theatre, having trained at the Central School of Speech and Drama and the Actors Centre. He has since enjoyed leading roles in short films including; "Raymond" in Farrington Grove, and the "Newscaster" in Newsroom, both for BTV productions, and has played differing roles in various music and corporate videos for Blue Source and BVS. His most recent professional credit was as the "Colonic Client" in a promotional ident for Channel 4.

CREW

Alison Cartledge - Designer

Alison studied Theatre Design at the Central School of Art and Design. She has covered a wide range of theatre design from *Cinderella* in Los Angeles, *The King And I* and *Dames at Sea* in the West End to shows for Badejo Arts & Talawa Theatre Company. Alison has also designed for corporate events and fete champetres for the National Trust. Other designs for Half Moon have been for *Tuna Girl*, *Caravan*, *When Snow Falls*, *Gotcha!* and *Cued Up*.

James Cartwright - Lighting Designer

James is the Half Moon's resident Technical and Production Manager. While at the Half Moon he has lit *Cued Up*, *Gotcha!*, *When Snow Falls* and *Take Away*. He has also lit shows for Solent People's Theatre, Gwent Theatre-in-Education, ENO's Baylis Programme and Look Out Theatre Company. When not in the theatre, James can often be found rollerblading around London so if you see him, rolling past, give him a wave!

Chris Elwell - Writer & Director

Chris has been the Director of Half Moon YPT since 1997. Previously he was a lecturer at the Central School of Speech and Drama, and Head of the Education and Community Programmes at the Royal Shakespeare Company and English National Ballet. His credits for the company include *Cued Up* (director), *Gotcha!* (director), *When Snow Falls* (writer/director), *Caravan* (director), *Eclipse: A Tale for Winter* (writer/director), *Tuna Girl* (director), *Yeah Whatever!* (director), *Tongues of Stone* (writer/director) *Fairytaheart* (director), and *Cloudwatching* (director/co-writer).

Rob Lee - Composer

Robert is a composer, producer and performer with his own studio and a BA Hons. Recently, he has composed and produced fifty songs for Cambridge University Press' English text books, compiled a CD for Mad Pride, mixed and produced *Up The Wrong Tree* for the rock band, Gertrude, and composed and produced music for Quicksilver Theatre's *Upstairs In The Sky*. He has three children and lives in East London.

Marc Stimpson - Stage Manager

Since graduating from ALRA's stage management course, Marc has been involved in several pantomimes although the majority of his work has been with touring productions. He has recently finished touring with Graeae Theatre Company's production of *Peeling*. Other shows and companies include: Black Mime Theatre Company; Channel Theatre Co; murder mystery plays for Newpalm Productions and an international tour of *Romeo and Juliet* with the Theatre Set-Up Company. His work on children's shows, include the *Ugly Duckling* for Applause Productions; *James and The Giant Peach* and *George's Marvellous Medicine* for Birmingham Stage Company and a tour with Quicksilver Theatre. More recently he has toured two plays for Brian Hewitt-Jones Productions and prior to that worked on *The Hobbit* both on tour and in the West End.

8 Tour Schedule

Date	Time	Place	Tickets
Feb 10	2pm	Half Moon	020 7709 8900
Feb 11	11am, 2pm	Half Moon	020 7709 8900
Feb 12	2pm, 7pm	Half Moon	020 7709 8900
Feb 13	11am, 2pm	Half Moon	020 7709 8900
Feb 14	11am, 2pm	Half Moon	020 7709 8900
Feb 17	11am, 2pm	Colchester Mercury	01206 573948
Feb 18	2pm	Stepping Stones Farm	020 7790 8204
Feb 21	2pm	Spitalfields City Farm	020 7247 8762
Feb 22	2pm	Komedia	01273 647100
Feb 24	11am, 2pm	Ludlow Assembly Rooms	01584 878141
Feb 28	11.30am	Lewisham Youth Theatre	020 8690 3428
Feb 29	3pm	Watermans	020 8568 1176
Mar 2	2.15pm	Polka Theatre	020 8543 4888
Mar 3	10.45am, 2.15pm	Polka Theatre	020 8543 4888
Mar 4	10.45am, 2.15pm	Polka Theatre	020 8543 4888
Mar 5	10.45am, 2.15pm	Polka Theatre	020 8543 4888
Mar 6	12.30pm, 2.30pm	Polka Theatre	020 8543 4888
Mar 7	3pm	Trinity Theatre	01892 678678
Mar 11	11am, 2pm	Oxford House	020 7739 9001
Mar 12	10am, 2pm	Oxford House	020 7739 9001
Mar 13	2pm	Chats Palace	020 8986 6714
Mar 14	3pm	Croydon Clocktower	020 8253 1030
Mar 15	10.15am, 1.30pm	Croydon Clocktower	020 8253 1030
Mar 20	2.30pm	BAC	020 7223 2223
Mar 21	3pm	The Bull	020 8449 0048
Mar 27	11am, 2pm	Jacksons Lane	020 8341 4421
Apr 3	11am, 2pm	Half Moon	020 7709 8900
Apr 6	1.30pm	The Drill Hall	020 7307 5060
Apr 7	10.30am, 1.30pm	The Drill Hall	020 7307 5060
Apr 8	10.30am*, 1.30pm*	The Drill Hall	020 7307 5060
Apr 9	Good Friday		
Apr 10	10.30am, 1.30pm	The Drill Hall	020 7307 5060

As well as the venues listed above, the show is touring to schools, nurseries, SureStart and community centres across London.

* (BSL interpreted)

020 7709 8901

Half Moon

ross@halfmoon.org.uk

9 Box Office Brief

Company	Half Moon
Show	Baa Moo Yellow Dog
Production Team	Written & Directed by Chris Elwell Designed by Alison Cartledge Music by Rob Lee Lighting by James Cartwright
Running time	40 minutes
Age Range	2 - 5 years
Education support	Full colour storybook, workshops & INSET

Brief Description

Join Ash as he looks in holes, turns corners, and hops - skips - jumps over cracks. A world where things are not what they first seem and when if you squeeze your eyes shut tight enough, you might see a yellow dog. **Baa Moo Yellow Dog** explores the playful imagination of a small boy as he tries to bring order to the unexpected and where difference is a good thing.

Performed by two actors, the characters explore a fun landscape filled with trees, ponds and bushes and animals that each has their own story to tell. The story unfolds through music, movement and poetic text.

Key Selling Points

- **Baa Moo Yellow Dog** is a fun story about encountering difference and the unexpected
- The show features **two actors** and a number of unique **animal puppet/costumes** on a bright colourful set where familiar animals come to life in varied and unusual ways
- The show has been **specifically developed** with the target age group and is the perfect introduction to live theatre for very young children
- **Half Moon** has an excellent reputation for providing high quality children's theatre
- The show uses original text, **specially commissioned music** and movement

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