



AUSTEN THE MUSICAL

2017/18 UK TOUR
MARKETING PACK

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A Box Office Information Sheet is also available to help Front of House and the Box Office team in talking about/promoting the show.

Please contact daniel@austenmusical.co.uk to receive one.

MARKETING COPY

AUSTEN THE MUSICAL 2017/18 UK TOUR

"Vivid imagination was your creative art. Were you truly in love?
Or just romantic heart?"

Award-winning playwright and BBC Radio 2 Golden Oldie Nominee, Rob Winlow is delighted to present the full version of his new musical adaptation of the life of Jane Austen.

Austen the Musical explores Jane's struggle to have her work published in a male dominated environment, her failed romances and her vow to reject a woman's conventional lifestyle in Georgian England.

The stunning story of Jane Austen's transition from a country parson's daughter to one of the most widely read writers in English Literature. Austen The Musical is full of stunning songs with moments of joy, despair and heart-wrenching sadness.

The fresh, new, musical production has played the Edinburgh Festival Fringe, Jane Austen Festival, York New Musical Festival, and a small tour - all to sell out crowds. It now heads out nationwide on its 2017/18 UK Tour.

#AUSTENMUSICAL

SHORTENED COPY

100 WORD

VERSION

AUSTEN THE MUSICAL

2017/18 UK TOUR

Austen the Musical explores Jane's struggle to have her work published in a male dominated environment, her failed romances and her vow to reject a woman's conventional lifestyle in Georgian England. The stunning story of Jane Austen's transition from a country parson's daughter to one of the most widely read writers in English Literature. Austen The Musical is full of stunning songs with moments of joy, despair and heart-wrenching sadness.

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#AUSTENMUSICAL

50 WORD VERSION

AUSTEN THE MUSICAL

2017/18 UK TOUR

Austen the Musical explores Jane's struggle to have her work published in a male dominated environment, her romances and her vow to reject a woman's lifestyle in Georgian England. The stunning story of Jane Austen's transition from a country parson's daughter to one of the most read writers in English Literature. Austen The Musical is full of stunning songs with moments of joy, despair and heart-wrenching sadness.

#AUSTENMUSICAL

IMAGES, VIDEOS & LINKS

WEBSITE: www.austenmusical.co.uk

FACEBOOK: AustenMusical

TWITTER: @austenmusical #austenmusical

VIDEO TRAILER:

<https://www.youtube.com/watch?v=Ej0K0IkVxUs>

(DVD copy is available upon request)

DOWNLOAD IMAGES:

https://www.dropbox.com/sh/a6i6q9uvtpcs/gid/AABB_WuqAlNo41VOhZYeOg2Ba?dl=0



MEET THE TEAM



ROB WINLOW

BOOK/COMPOSER/LYRICIST

Award winning songwriter Rob wrote his first musical at 16 and has been writing and performing on and off ever since. He co-founded the York New Musical Festival in 2013. His most recent shows, Armada the Musical and Austen a Musical Play, have both been performed at the Edinburgh Fringe. Austen played at the prestigious Jane Austen Festival in Bath and had a tryout tour in 2015.

DANIEL TAYLOR-BROWN

PRODUCER

Producing Credits: The Girl Who Touched the Stars for Cardboard Castles (Tour & Edinburgh Fringe), Little Red (x3 Research & Development periods).

Daniel is also an Actor, Playwright and Freelance Theatre Coach for which, he has worked with Duckegg Theatre Company, Samaritans, Young@Heart Theatre, ST-ART, TheatreTrain, Stage Right Theatre, and much more.





JUSTIN EADE
PRODUCER

Producing Credits: Beans on Toast, Hannah, Romeo and Juliet, Bex & Rex in the Beastly Brecks, Drop Dead, Juliet!, Second Chances, The Dragon, In the Glass, Life Story of a Modern Murderer, The Yellow House, Burston.

Justin also works as a Teacher and is Associate Director of Slow Theatre Company.



ED WINLOW
ARRANGER/SCORER AND
COMPOSER OF ADDITIONAL
MUSIC.



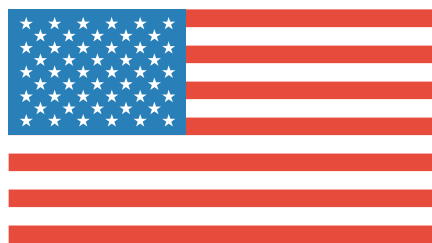
BERNIE C. BYRNES
DRAMATURG OF AUSTEN'S
EARLY DRAFTS.

WRAPAROUND

Austen the Musical also can provide optional wraparound packages at a reasonable. additional fee. These three packages are:

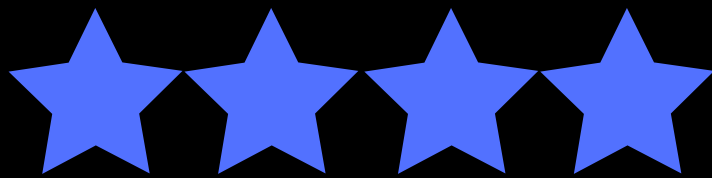
- 30-minute workshop - The cast and crew can provide a short, but effective, workshop about the themes, plot and characters.
- 60-minute workshop - The cast and crew are available to provide a more extensive, informative and detailed workshop focussing on the production in more depth.
- 30-minute post-show discussion - The cast can offer a post-show discussion with the audience after the show with any questions that audience members may have.

FUN AUSTEN FACT FOR YOUR PRESS TEAM:



This tour will be audiences' final chance to catch Austen the Musical before its US transfer and we tour the states from August 2018!

PRESS



'ENGAGING, AMUSING, AND
ULTIMATELY TOUCHING!'

Musical Talk

'A GENUINELY AFFECTIONATE,
GENTLE AND ASSURED
PRODUCTION. TOTALLY
SATISFYING.'

Musical Theatre Review



'THE SONGS GLORIOUS, THE
PERFORMANCES
SPLENDID...ENGAGING NEW
WORK.'

Broadway Baby

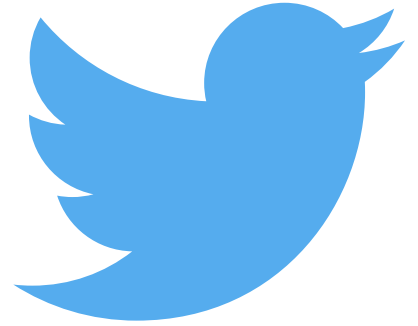


MARKETING TOOLS



www.facebook.com/AustenMusical

@austenmusical #austenmusical



www.austenmusical.co.uk

We are extremely active on Facebook and Twitter and will continue to be throughout the length of the tour. We are more than happy to assist with social media campaigns - from retweets to advice on what to post! Please feel free to like, use, retweet, and share our promotional content, also.

We ask that you use the hashtag #AUSTENMUSICAL on Facebook, Twitter, and wherever relevant.

In addition to the A5 flyers and A3 posters that Austen the Musical will send to you via post well in advance to our visit of our visit to your venue. We can also provide:

- Sample press releases
- Direct mail templates (special interest groups, targeted bookers, general audience, schools.
- A hard file of our trailer (rather than YouTube link.)
- Simple e-flyers for your mailing list.
- Austen the Musical are happy to be interviewed for newspapers, radio, and TV, We can also provide images and/or footage to support articles in print or on-screen.

Please direct any marketing and/or media enquiries to daniel@austenmusical.co.uk