



THE GRUFFALO

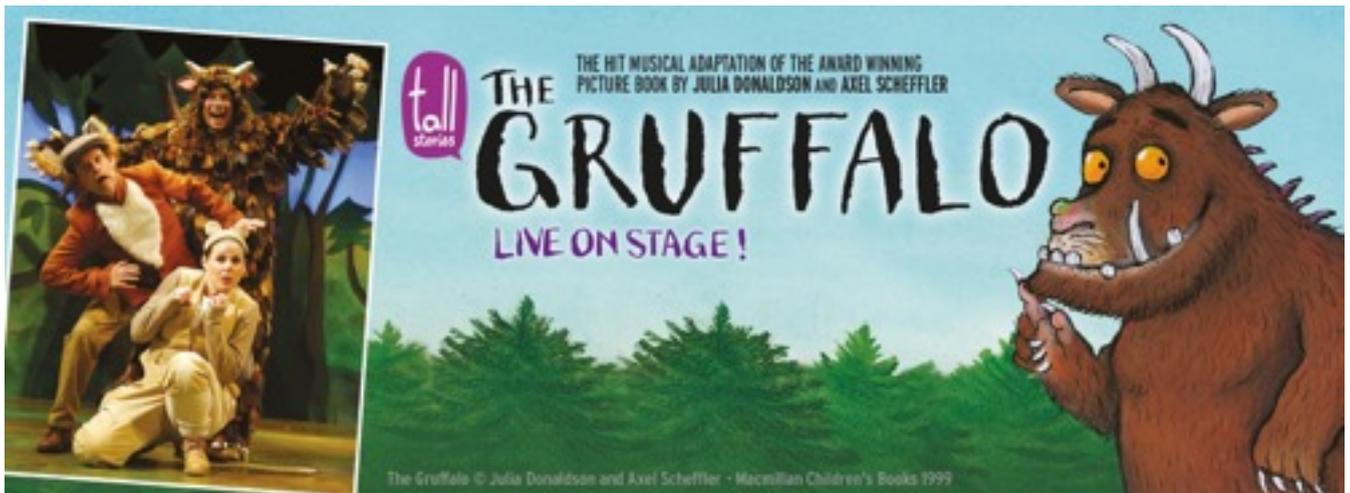
*The hit musical adaption of the award winning picture book
by Julia Donaldson and Axel Scheffler*

North America Marketing Pack 2018

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I. Sample Press Release



THE GRUFFALO RETURNS TO NORTH AMERICA!

Press information for immediate release: [insert date]

TALL STORIES' THE GRUFFALO roars back to North America direct from London's West End, bringing everyone's favourite furry monster to life on stage.

THE GRUFFALO is the must see family show for lovers of the timeless story and everyone looking for a smashing day out!

TALL STORIES' hit musical adaptation of the much loved picture book by JULIA DONALDSON and AXEL SCHEFFLER will tour the USA & Canada this [FALL / WINTER], as the most fearsome creature that never was - but is, takes to the stage in this enchanting production with the perfect combination of songs, laughter, physical theatre and just the right amount of scary fun! Set to a wonderfully catchy score with original music and lyrics, THE GRUFFALO continues to entertain audiences the world over.

Join Mouse on a daring adventure through the deep dark wood in search of hazelnuts, meeting the cunning Fox, the eccentric old Owl and the party mad Snake on the way. Will the story of the fabled Gruffalo save Mouse from ending up as dinner for these wily woodland creatures? Armed with only a nut map and a little courage, Mouse must outwit them all, and after all, there's no such thing as a Gruffalo - is there?

Recommended for Grades Pre-K - 3rd and family audiences

THE GRUFFALO is produced and created by the critically acclaimed theatre company TALL STORIES - a creative force whose credits include: Room on the Broom, The Gruffalo's Child, The Snail and The Whale and The Snow Dragon. The team includes director OLIVIA JACOBS, creative producer TOBY MITCHELL, designer ISLA SHAW, composers JON FIBER & ANDY SHAW of JollyGoodTunes and lighting designer JAMES WHITESIDE.

*"Silly old Fox doesn't he know?
There's no such thing as a Gruffalo!*

Watch the trailer at: <http://www.gruffalolive.com>.

**For further information, press enquiries, production images, interviews and features
please contact**

Holden & Arts Associates

Booking and Management Services for the Performing Arts

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[INSERT LISTINGS INFORMATION HERE]

2. Sample Direct Mail to Local Schools

Dear Teacher

There's no such thing as a Gruffalo!

Tall Stories, the creators of the nationally and internationally acclaimed stage versions of ROOM ON THE BRROM and THE SNAIL AND THE WHALE are coming to [VENUE NAME] on [DATES] with their critically acclaimed show...

THE GRUFFALO

"A Mouse took a stroll through the Deep, Dark Wood.."

Join Mouse on a daring adventure through the deep, dark wood in Tall Stories' magical, musical adaptation of the classic picture book by Julia Donaldson and Axel Scheffler.

Searching for hazelnuts, Mouse meets the cunning Fox, the eccentric old Owl and the party mad Snake. Will the story of the terrifying Gruffalo save Mouse from ending up as dinner for these hungry woodland creatures? After all, there's no such thing as a Gruffalo – is there?

Songs, laughs and scary fun for Grades Pre-K - 3rd, in the much-loved show that's toured Britain and the world!

An education pack with ideas for accompanying activities and discussions is available from the Tall Stories website (<http://www.tallstories.org.uk/education>)

Running time: approx. 1 hour (no intermission)

Ages: 3+

'Monstrous Fun' ★★★★★ *The Daily Mail*

'Irresistibly Charming.' ★★★★★ *The Times*

If you would like more information or would like to book tickets please contact:

[Group/Schools Booking information]

3. Teachers/ Box Office Brief

- The Gruffalo is the smash hit show by the internationally acclaimed theatre company, Tall Stories.
- The show premiered in the UK in 2001 and has been touring successfully around the world ever since.
- A musical adaptation of the best-selling book by Julia Donaldson and Axel Scheffler, creators of The Gruffalo's Child, Room on the Broom & The Snail and the Whale.
- Age 3 to 9 (Grades Pre-K to 3rd) and their families.
- Tall Stories use a physical storytelling style combined with original songs to create a lively theatrical experience that embraces its audience. In this show there are three performers, catchy songs and comedy.
- The Gruffalo has toured North America 5 times previously (2003, 2004, 2008, 2009 & 2013) including twice at Broadway's New Victory Theatre. The show continues to tour extensively in the UK (inc. West End) & Europe, Asia, The UAE & Australia. The show has also been translated into German where it tours with Junges Theater, Bonn.
- An education pack with ideas for games, activities and discussions based on the show is available to download from the Tall Stories website.
- The Gruffalo picture book is the winner of numerous awards including the Nestle Smarties Book Prize Gold Award & Blue Peter Book Award and has sold over 13.5 million copies worldwide and been translated in over 57 different languages.
- The TV adaptation of the book was nominated for an Oscar for best animation.

Age Group: 3+

Running Time: 1 hour (No intermission)

Director: Olivia Jacobs

Creative Producer: Toby Mitchell

Designer: Isla Shaw

Puppet Design: Yvonne Stone

Lighting Design: James Whiteside

4. Inclusive Performances

Tall Stories is committed to providing opportunities for all families to be able to attend the theatre. We frequently hold Sensory Friendly performances aimed at children with Autistic Spectrum Disorders or related disorders, signed/audio described performances, pre-show touch tours, and more. If you are interested in or planning on organising a performance of this sort for 'The Gruffalo' we would be delighted to work with you on it. We can provide a visual guide to the story for Sensory Performances and any other aids that would be useful. Please contact Charlotte Lund at charlotte@tallstories.org.uk to discuss any aspect of this.

5. Company and Creative Team Information

Tall Stories Theatre Company

Since 1997, when Olivia Jacobs and Toby Mitchell set up the company, Tall Stories shows have performed all over the UK, and as far afield as Poland, America, Canada, China and Taiwan. 'Snow White', 'The Gruffalo' and 'The Snail and the Whale' have performed to sell-out audiences on Broadway, and their shows have been produced by local companies in Chile, Singapore and Australia. Their production of 'The Gruffalo' has been released on DVD by the Really Useful Group, and a picture book has been published based on their show 'The Snow Dragon'.

Creative Team

Olivia Jacobs (Director)

Olivia trained at Royal Central School of Speech & Drama and The University of London. She has directed shows in London's West End, on Broadway and in Sydney Opera House. Credits include: *The Gruffalo* (including live DVD), *The Gruffalo's Child*, *Room on the Broom*, *Snow White*, *Mr Benn*, *William's Monsters*, *Something Else*, *Emily Brown and the Thing* and *The Latke who Couldn't Stop Screaming*. She is former Director of Camden People's Theatre and co-founder/ joint Artistic Director of Tall Stories.

Toby Mitchell (Creative Producer)

Toby studied at Cambridge University and trained at Royal Central School of Speech & Drama. UK and international directing credits for Tall Stories include: *The Snail and the Whale*, *The Snow Dragon* and *My Brother the Robot*. UK includes: *Alfie White: Space Explorer*, *The Owl and the Pussycat* and *Alice and Mr Dodgson*. Other directing/devising work includes: *Monsters Got Talent*, *A British Guide to French Pop* and *The Island of First Loves*. He is co-founder and joint Artistic Director of Tall Stories.

Luanna Priestman (Associate Director)

For Tall Stories: *The Gruffalo's Child* (Director, Australian Tour), *Emily Brown and the Thing* (Choreographer), *My Brother the Robot* (Choreographer), *The Latke Who Couldn't Stop Screaming*, *How the Giraffe got its Neck*. Other Theatre work includes: *Cupboard* (National Theatre), *The Dream Space* (Shakespeare's Globe), *The Queen's Knickers* (Theatre Royal Bath), *Wish Wash* (Polka Theatre), *Bad Girls* (No 1 Tour), *Mother Goose* (Chipping Norton Theatre).

JollyGoodTunes – Composers & Sound Production

Jon Fiber and Andy Shaw of JollyGoodTunes have composed for theatre since 1997. Recent show highlights include *Emily Brown and the Thing*, *What the Ladybird Heard*, *Room on the Broom*, *The Gruffalo's Child*, *The Snow Dragon*, *Mr Benn* and sound design for *The Tiger Who Came to Tea*. www.jollygoodtunes.com

Isla Shaw – Designer

Isla trained at Wimbledon School of Art, London & Swinburne University, Australia. She won the Linbury prize for Phaedra at the Royal Lyceum Theatre, Edinburgh. She has worked with Tall Stories, Live Theatre and Shakespeare's Globe and many theatres in the UK, Europe and Australia, designing for children's theatre, new writing, opera, dance and musicals.

Yvonne Stone – Puppetry Design

Yvonne studied puppetry at the Royal Central School of Speech and Drama. Theatre work includes: *Room on the Broom*, *The Snow Dragon* and *The Gruffalo's Child* (Tall Stories), *Nation*, *Warhorse* and *His Dark Materials* (National Theatre), *The Lion King* and *Mojo and Rubbish* (both for Theatre Rites). Previous television credits include: *Space Pirates*, *DoodleDo*, *Mr. Bloom's Nursery*, *Mongrels* and *Pompidou*.

James Whiteside – Lighting Design

James' work for Tall Stories includes: *Room on the Broom*, *The Gruffalo's Child* and *The Snail and the Whale*. Other recent work: *Dance 'Til Dawn* and *Midnight Tango* (West End); *The Royale* (Bush); *Miss Julie*, *Black Comedy* and *101 Dalmatians* (Chichester); *The Dumb Waiter* (Print Room); *The Good Person Of Sichuan* (Colchester); *Far From The Madding Crowd* (Watermill) and *Little Sure Shot* (Bath).

www.jameswhiteside.com

JULIA DONALDSON & AXEL SCHEFFLER

Julia Donaldson and Axel Scheffler are the creators of one of the UK's best-loved characters, *The Gruffalo*. Together they have written and illustrated over twenty books in twenty years. Three of these books have been transformed into enchanting animations, which dominate the BBC's Christmas schedule. Their award-winning books have been translated into over fifty languages, including Latin and Scots, and are sold all over the world.

CAST INFORMATION TBC

6. Tour Contacts

Tall Stories Theatre Company
Jacksons Lane

Tour booking and Administration:
Holden & Arts Associates

269a Archway Road
London N6 5AA
Tel: +44 208 348 0080
www.tallstories.org.uk / info@tallstories.org.uk

Theresa Holden - th@holdenarts.org
Tel: 5 12-477-1859 / Fax: 5 12-477-3908
www.holdenarts.org

Projects Manager: Charlotte Lund – charlotte@tallstories.org.uk

7. **Photographs and Logo**



High resolution images and the Tall Stories' logo are available for download from the RESOURCES section for 'The Gruffalo' on the Tall Stories website – www.tallstories.org.uk

Please send any broadcast (TV, radio) enquiries for approval to the company via email to charlotte@tallstories.org.uk. For short notice enquiries (less than 48 hours) please contact the Company Stage Manager who will have the final say on whether they are able to take part.

Please give the company advance warning if the broadcast is to be live. If recorded footage is required please use our trailer which you can download from our website. Only in exceptional circumstances do we permit the show to be filmed, any requests should be sent to charlotte@tallstories.org.uk.

Please note that for rights reasons, if the show is recorded, only 20 seconds will be allowed to be broadcast; this does not apply to the trailer.

We kindly request that all programme/print materials should be sent to Tall Stories for approval before going to print. This should be sent to charlotte@tallstories.org.uk Please allow at least 24 hours for response. Where possible, all print materials, website pages and programmes should display the Tall Stories logo and most up to date production photography.

8. **Social Media**

Tall Stories have an active presence across a variety of social media:

Facebook: [/tallstories theatre](https://www.facebook.com/tallstories theatre)

Twitter: [@tallstories news](https://twitter.com/tallstories news)

Instagram: [tallstories](https://www.instagram.com/tallstories)

Pinterest: [/tall_stories](https://www.pinterest.com/tall_stories)

We will follow you back and retweet/share/etc. your posts whenever we can. Please do tag/link to us wherever possible and we will do the same for you.

9. Brochure Copy

Tall Stories presents

A mouse took a stroll through the deep dark wood...

Join Mouse on a daring adventure through the deep, dark wood in Tall Stories' magical, musical adaptation of the classic picture book by Julia Donaldson and Axel Scheffler:

Searching for hazelnuts, Mouse meets the cunning Fox, the eccentric old Owl and the party mad Snake. Will the story of the terrifying Gruffalo save Mouse from ending up as dinner for these hungry woodland creatures? After all, there's no such thing as a Gruffalo – is there?

Songs, laughs and scary fun for children aged 3 and up and their grown-ups, in the much-loved show that's toured Britain and the world!

Running time 55 minutes (no intermission)

10. Press Quotes

'The Gruffalo is the perfect intro to theatre for kids' ★★★★★ *The Londonist*

'This show achieves exactly what it sets out to do and fully deserves the appreciation of reviewers, whether aged eight or eighty.' ★★★★★ *British Theatre*

'A master-class in timeless, interactive storytelling that blends adventurous imagination with whimsical original music to capture the hearts and minds of its young audience.' ★★★★★ *Whats on Stage*

'The cast of three uses an expressive physicality and minimal props to bring the story to wonderful life... The gently witty songs keep the action bouncing along... This is an irresistibly charming tale told with refreshing simplicity.' ★★★★★ *The Times*

'A fine piece of children's theatre.' ★★★★★ *Sunday Times*

'This zesty show is just the ticket!' ★★★★★ *Daily Express*

'This play develops Donaldson's words with perfect understanding... This whimsical, imaginative show is pitched at just the right level for three to seven-year-olds, as well as the 'ugly big ones' they have brought along with them... This show is an absolute delight... It is a rare treat to find a show that really is for all the family, but this is one which cannot be commended enough for its spot-on achievements.' ★★★★★ *The Scotsman*

'Monstrous fun ... sparks the young imagination ... Hugely popular already and deservedly so, this is enthralling entertainment for the youngsters ...' ★★★★★ *Sunday Herald*

'Julia Donaldson's tale of a clever mouse who outsmarts its enemies is an absolute peach of a story. And thankfully, children's theatre company Tall Stories have done the author proud...' ★★★★★ *The List*

'An entertaining musical version of the popular picture book [with] tuneful songs... and engaging, gently pantomimic interaction.' *The Stage*

'Brought to life in a raucous, fun, colourful and altogether welcoming burst of energy... Tall Stories makes an as near perfect kids show as you can get.' *Official London Theatre*

'Tall Stories have transformed a well-loved story into an exuberant, funny show' *Time Out London (Top 5 children's shows)*

II. Fun Facts

- The Gruffalo has been touring the UK & around the world successfully for over 15 years, premiering in the UK in May 2001.
- The show has performed in 16 countries and 5 continents – inc. twice at Sydney Opera House, twice on Broadway, 9 West End seasons and once at the National Theatre.
- It has been translated into 2 different languages (German & Spanish) with 3 more planned.
- 17 different actors have played the Gruffalo.

- In summer 2015 The Gruffalo hosted the first ever West End sensory friendly performance of a show for children aged three and up, working with Mousetrap Theatre Projects.
- The book was first published in 1999 and has sold over 13.5 million copies worldwide.
- The book has been translated into over 50 languages.
- *The Gruffalo* is the UK's bestselling picture book.
- Julia Donaldson is the UK's bestselling author (including adult and children's books).
- April 2016 marks the 100th UK print run, bringing total UK sales to nearly 2.5 million copies.
- Voted the UK's favourite bedtime story by BBC Radio 2 listeners, *The Gruffalo* is a real modern classic.
- *The Gruffalo* has been adapted into a BAFTA - and Oscar-nominated film which is shown each year at Christmas on the BBC and has sold over 1.5 million DVDs.

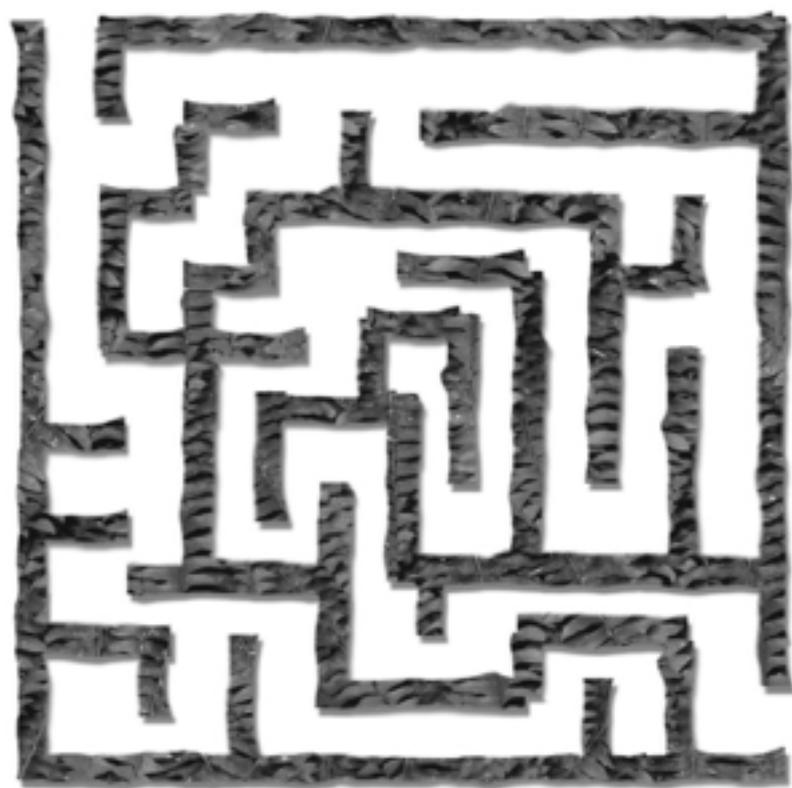
12. Activities

Feel free to use the activities below in your marketing or programs. Let us know if you would like them in a different format.

An education pack for The Gruffalo is also available to download from our website - www.tallstories.org.uk on the 'EDUCATION' page.

THE GREAT GRUFFALO PRESENT HUNT!

It's the Gruffalo's birthday and he's got a big pile of presents,
but he's having trouble finding
them. Can you help him
find his way?



www.gruffalo.com

 GEMINIS
Illustrations by Axel Scheffler

THE GRUFFALO © Julia Donaldson and Axel Scheffler 1999



GRUFFALO FEATURES

The Gruffalo has very famous features.
Can you match the words to the pictures?



KNEES



TUSKS



TEETH



TONGUE



EYES



PRICKLES



CLAWS



WART



