

Production Title	<b>DEAR DIARY</b> by Kay Proudlove
Producer / Company Name	Merrigong Theatre Company

## DEAR DIARY – 2024 Tour Marketing Kit

<b>Main Dropbox Link</b>
All collateral and assets can be found at this Dropbox <a href="#">LINK</a>

### 1. Marketing and Brochure copy

<b>Billing</b>
<p>{The Presenter} presents  A Merrigong Theatre Company production  <b>Dear Diary</b>  by Kay Proudlove</p> <p>Important notes for billing:  - must include creatives below the title billing</p>

<b>Cast and Creative Team Billing</b>	
Writer/Performer	Kay Proudlove
Director	Leland Kean
Dramaturg/Creative Consultant	Phil Spencer
Costume Designer	Katja Handt

<b>Approved Copy</b>
<p><b>Marketing Tag/byline</b></p> <p>A play with songs</p>
<p><b>Short copy</b></p> <p>Phenomenal South Coast Singer Songwriter, Kay Proudlove, brings her formidable talent and infectious personality to the stage in <b>Dear Diary</b>, directed by Leland Kean (<i>A Midsummer Nights Dream, As Luck Would Have It</i>). <b>Dear Diary</b> takes us on a</p>

journey through Kay's teenage diaries through a collection of intimate and vulnerable stories and songs.

**Dear Diary** is a hilarious, nostalgic and sometimes painful revisiting of our teenage years, delving into the pressures and expectations of growing up.

### Long copy

After winning the hearts of Wollongong audiences with her MERRIGONGX debut in 2022, Kay Proudlove's endearing comedy about the agony of growing up returns, now as part of a national tour.

Phenomenal South Coast Singer Songwriter, Kay Proudlove, brings her formidable talent and infectious personality to the stage in **Dear Diary**, directed by Leland Kean (*A Midsummer Night's Dream, As Luck Would Have It*). **Dear Diary** takes us on a journey through Kay's teenage diaries through a collection of intimate and vulnerable stories and songs. From first kisses, girl power, spice world, and Elijah Wood fan fiction to lost gigs, found memories and frayed friendships, **Dear Diary** is a hilarious, nostalgic and sometimes painful revisiting of our teenage years, delving into the pressures and expectations of growing up.

With wry humour and confessional stories, **Dear Diary** asks us to look at what we hold onto in our lives and when it's the right time to let them go, if ever.

**Dear Diary** was produced with support from Merrigong Theatre Company's Artist Development Program, with narrative support from dramaturg Phil Spencer (*The Smallest Hour*) and direction from Merrigong's Artistic Development Manager Leland Kean (*A Midsummer Night's Dream, As Luck Would Have It*).

### Hero Quotes/Reviews

*"Part musical, part comedy, and largely excellent storytelling, Dear Diary is a witty and delightful one-woman show."* - **Fringe Feed**

*"Dear Diary is a platter of entertainment that many can enjoy."* - Fringe Feed

**4.5 stars – Fringe Feed**

[Review for Dear Diary by Anna Robinson | FRINGE WORLD Festival - 19 Jan to 18 Feb 2024](#)

*"...stunning"* - Theatre Travels

*"Kay, is a force to be reckoned with."* - Theatre Travels

*"Kay has a stunning voice, and her original compositions that she plays on guitar and sings throughout the show punctuate poignant moments of the show beautifully, and often, very comedically."* - Theatre Travels

*"A really thought-provoking and emotional show."* - Theatre Travels

*"No matter how old you are, there's something bittersweet about the nostalgia of youth, and this show both celebrates and commiserates the way we've all felt about our lives and our selves in the past. A really thought-provoking and emotional show that I'm glad I caught."* - Theatre Travels

[Review: Dear Diary at Rehearsal Room 1 \(theatretravels.org\)](#)

*"Women will relate to her story and find kinship with her humour, thoughts, and feelings..."* - Perth Arts Live

[FW24 REVIEW: Dear Diary | Kay Proudlove & Merrigong Theatre Company – Perth Arts Live](#)

*"People who've seen Kay Proudlove play her songs know she's whip-smart, hilarious and with the voice of an angel, but seeing Kay turn her own life into a theatre show I saw the depth she has as a writer and performer, and how much extra talent she's been hiding in those suitcases."* - ABC Illawarra

**Audience reacts – Fringe World Perth**



***"Emotional roller-coaster"***

Brilliant show! Fantastic storytelling, a beautiful voice, some solid laughs, and super relateable. I doubt anyone will read this because tonight was the last show, so this is mostly because I assume Kay will read it. Thanks for a great show Kay!

Reviewed by **Amy W.**

04 February 2024



***"Greatest of all time"***

A story that was so far from mine, yet so relatable. Growing up, trying to find our place, being unkind to ourselves. Kay shared her story with wit, vulnerability, musical pizzazz, and some serious 90s nostalgia.

Reviewed by **Paul W.**

03 February 2024



***"Recycle that, would see again"***

Such a beautiful show that encapsulates what it feels like to grow up female. The songs were hilarious and catchy but also emotional and relatable! So incredible!

Reviewed by **Sophie K.**

31 January 2024



***"Greatest of all time"***

Can't speak more highly of this one, I will have the Elijah Wood love song stuck in my head for days. Kay is incredible, highly recommend

Reviewed by **Chris F.**

02 February 2024



***"Recycle that, would see again"***

What a great show! Wonderful songs, beautiful and entertaining story - really enjoyed the evening and all the laughs. Highly recommend, Kay is amazing!

Reviewed by **Jennifer C.**

02 February 2024

#### Show information

Genre	Music/Theatre
Duration of Show	Approx 1 hr 15 mins (no interval)
Recommended Age Group	14+
Content Warnings	Adult themes, strong language

## 2. Program / Publication copy

#### About Merrigong Theatre Company

Australia's largest regional theatre company, Merrigong Theatre Company manages one of Australia's busiest, most dynamic venues – Illawarra Performing Arts Centre in Wollongong, about an hour south of Sydney. The company also manages the city's key civic and community venue, the Wollongong Town Hall. Since 2005, under Artistic Director Simon Hinton, Merrigong has developed into a vibrant theatre company in its own right – producing, presenting and touring exciting contemporary theatre and supporting the development of a wide range of theatre makers.

#### Writer's notes

"The inspiration for *Dear Diary* came from moving house and stumbling across the journals of my teenage years. The entries were heartbreaking, funny and vulnerable, which to me is a winning combination when it comes to writing songs and making art. Delving into this time capsule of teenage Kay naturally led to making comparisons

between the past and present, which has been a strong narrative drive during the development, with the assistance of dramaturg Phil Spencer.

***Dear Diary** takes a look at what we hold on to in our lives (both physically and mentally), why we keep these things and when it's the right time to let them go, if ever."*

- Kay Proudlove

### Thank You

Leland Kean, Phil Spencer, Katja Handt, Annie Clapton, Sara Richarson, Pip Rigter, Ashleigh Chambers, Andrew Gray and everyone at Merrigong for helping me take this project out of the book and onto the stage. Ben Davies and all my family and friends for their constant support. My neighbours who have put up with hearing me write these songs late into the night and Teenage Kay for putting in the groundwork.

### Reviews for Kay Proudlove

*"Proudlove is the consummate performer, delighting crowds between songs and delivering lyric driven music that is instantly relatable."*

Gareth Evan, Timber and Steel

*"One of those no longer hidden talents . . . If you haven't heard her yet, this is a gap you need to immediately fill."*

Chuck Moore, Reviews About

## 3. Marketing Assets, Collateral & Templates

### Main Dropbox Link

All collateral and assets can be found at this Dropbox [LINK](#)

### Marketing Collateral

A3 poster (reference, to adapt)

[LINK](#)

#### Notes:

- Print ready & layered files have been supplied with room for presenters to easily update to include your own details and logos.

	- Please ensure you send for approval before going to print
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<b>Photography</b>	
<b>Hero Image</b>	<a href="#">LINK</a> <b>Photographer credit:</b> Ashleigh Bateman, Exist Images
<b>Production images</b>	<a href="#">LINK</a> <b>Photographer credit:</b> Tracey Leigh Images
<b>Cast/crew headshots &amp; Bios</b>	<a href="#">LINK</a>

<b>Videos</b>	
<b>Trailers</b>	<a href="#">LINK</a>

<b>Website and social media</b>	
<b>Links</b>	<a href="http://www.merrigong.com.au">www.merrigong.com.au</a> <a href="https://www.kayproudlove.com/">https://www.kayproudlove.com/</a>
<b>Social tags</b>	@ kay_proudlove @Merrigongtheatreco
<b>Hashtag</b>	#DearDiaryTour #KayProudlove #Merrigong2024

<b>PR and Media Release</b>	
<b>Media Release</b>	TBC
<b>Publicity enquiries</b>	TBC

## 4. Logos & Approvals

<b>Logos</b>
<a href="#">LINK</a>  The following logos must be included in the following order:



1. Merrigong Theatre Company
2. Made at Merrigong
3. Create NSW
4. Arts On Tour

Logos must be included on all advertising and promotional material associated with the tour and performances of Dear Diary unless explicitly agreed otherwise, including, but not limited to; season brochures, flyers, posters, advertisements, media releases, promotional videos, web pages and programs.

### **Approvals**

It is a condition of participating in this tour that the Producer is required to proof all artwork before going to print/live. It is essential that any performance times and dates published are approved before going to print. All proofs will be approved within a 48-hour period.

Grace De Liseo  
Marketing Coordinator (Artistic)  
[gdeliseo@merrigong.com.au](mailto:gdeliseo@merrigong.com.au) | 02 4224 5999

Annie Clapton  
Producer – New Works  
[Aclapton@merrigong.com.au](mailto:Aclapton@merrigong.com.au) | 02 4224 5911

### **Contracts**

Please contact

Annie Clapton  
Producer – New Works  
[Aclapton@merrigong.com.au](mailto:Aclapton@merrigong.com.au) | 02 4224 5911

## **5. Accessibility and engagement**

### **Accessibility**

Script for captions/Auslan can be provided on request.

<b>Engagement</b>
Songwriting workshops with Kay available on request. Capped at 40 people.

<b>Education</b>
An education kit for school is available here: <a href="#">Education Kit</a>