

The Stirling *festival* Theatre Inc.

Dear Presenters,

If you're looking for a drop-in, no-fuss, no-muss show that your patrons will love, look no further! "The Queen of Bingo" has what every one trying to fill their season wants: a fun, reasonably priced show that will appeal to the largest theatre-going demographic...mature women! This show was a huge hit with our local ladies (and their men too!) as well as with our tour bus traffic. People like to see themselves and their lives portrayed on stage. Many in the audience either knew a "Babe" or a "Sis", or they are one themselves, so warmed up to the "ladies" right away. The "ladies" were a huge hit after the show as well mingling with patrons as they left the theatre. Nice memorable touch.

As for the actual booking of the show. I said this to the guys, that I've never dealt with more professional and on the ball actors! Wow, emails were answered promptly and the contract was easily settled. Their website is a dream. It contains all the marketing info you need and then Shane sends you a pdf of the house program...done. Very easy.

Upon arrival in our town, the guys took it upon themselves to get acquainted with the locals and even went to our Legion for the Strawberry Social, where upon they introduced themselves and talked up the show. Amazing.

And, then there's the little matter of profit, something theatre's don't like to talk about because it so rarely happens. We made money over and above our budget and that's a good thing.

One final note, all of our staff said they were a pleasure to work with, always a plus!

Sincerely,

Joanne Hartman

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