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**PRESS RELEASE**[INSERT DATE] **Immediate release**

**AWARD WINNING PERFORMANCE POET JOSEPH COELHO UNRAVELS THE TRUE STORIES BEHIND THE**

**HAPPILY EVER AFTER FAIRYTALES**

***Fairy Tales Gone Bad***, two separate family shows, for different age groups, that unravel the true stories behind the happily ever afters, comes to **[INSERT VENUE**] on **[INSERT DATE]** for young people and their families - but be warned, they’re not as charming as you remember!

Join **performance poet Joseph Coelho**, winner of the **2015 Centre for Literacy in Primary Poetry Award (CLiPPA)** as he unwinds familiar fairytales to create fresh contemporary classics in two enchanting performances for young and old alike.

In ***Fairy Tales Gone Bad****:* ***Grannylocks / The Monstrous Duckling****,* a show for young children **aged 3+** performed at [INSERT TIME], a father returns home with a magical cloak. A cloak that hides a story… Did you know that the ugly duckling was never ugly? He was truly monstrous! Or that Goldilocks was never a tale about a little girl. It was always a tale about a granny; a mean, thieving old granny who has plans for something quite nasty.

Alternatively, join a mysterious vaudeville storyteller with a magical top-hat and coat in ***Fairy Tales Gone Bad****:* ***Zombie-rella / Blood-red Hood,*** a show for families **aged 6+** performed at [INSERT TIME]*.* Discover the true tale of Cinderella, where she dies and becomes a zombie and falls in love with a vampire prince. And of course, there’s the true tale of Little Red Riding Hood, the wolf-hunter who never leaves her home without her shield, axe and blood-red stained cloak.

After both shows there will be a chance to meet Joseph and purchase signed copies of his books, as well as talk about his work.

“I want to modernise traditional stories for today’s audience, while inspiring them with positive messages,” said Joseph Coelho. “I was interested in re-examining the morals of these stories. You always have a beautiful princess, but in 2016 we can do a bit better than that! “

Coelho added, “For example, in the original *Ugly Duckling* story the duckling becomes a beautiful swan. That’s always bothered me slightly because the message seems to be, 'You're okay, you are beautiful', and I thought, 'No, the duckling should be okay with how he looks. It should be an internal change rather than a physical change’. So I was very keen to write a version of the story where the duckling remains monstrous, but finds an inner peace with that monstrosity.”

*Fairytales Gone Bad* is one of several productions that form part of Half Moon Presents, the producing arm of Half Moon, supporting the promotion and development of theatre for young audiences at a national and international level.

**Chris Elwell**, **Director of Half Moon,** commented: “We’re delighted to be working with award winning performance poet Joseph Coelho on these two wonderfully surprising new shows that brilliantly reinvent familiar stories to create something fresh, modern and totally unexpected. Dip in for one performance or stay for them both, they’re the perfect family treat.”

**ENDS**

**LISTINGS DETAILS**

Half Moon presents

***Fairytales Gone Bad: Grannylocks / The Monstrous Duckling*** and ***Zombie-rella / Blood-red Hood***

a Joseph Coelho production

**[INSERT DATE]**

*Fairytales Gone Bad: Grannylocks / The Monstrous Duckling* – 11am |Ages 3+ | 45 minutes

*Fairytales Gone Bad: Zombie-rella / Blood-red Hood* – 2pm |Ages 6+ | 45 minutes

[INSERT VENUE ADDRESS]

**Tickets:** £ [INSERT PRICE]
**Box Office:** [INSERT BOX OFFICE NUMBER] or online at [INSERT WEBSITE]
**ON SALE NOW**

#FairytalesGoneBad

**NOTES TO EDITORS**

**FURTHER DETAILS**For further information or to arrange interviews, photographs and press tickets please contact [INSERT NAME] on [INSERT TELEPHONE NUMBER] or [INSERT EMAIL ADDRESS]

A selection of images can be downloaded from the following Dropbox links:

*Fairytales Gone Bad: Grannylocks / The Monstrous Duckling*

<https://www.dropbox.com/sh/g7v8gmw8wh4m864/AAB2WGlYXhCIY0me9SX9mZZva?dl=0>

*Fairytales Gone Bad: Zombie-rella / Blood-red Hood*

<https://www.dropbox.com/sh/lbhsnvwq3dn25x9/AAAGCYy520kbXJmqdvzamOK7a?dl=0>

**ABOUT HALF MOON**Half Moon is the UK’s leading small-scale young people’s venue and touring company. It is a local organisation with a national remit, committed to supporting artists and young people at every stage of their creative development. Working from their base in East London, Half Moon specialises in new writing and artform development, acting as a gateway organisation that provides pathways for progression and experimentation. Half Moon’s wide-ranging programme reaches 50,000 people annually and engages those who are often excluded from arts activity. Half Moon’s activity includes a season of professional plays for young audiences, national touring productions and an extensive creative learning programme, including seven youth theatres.

*Fairytales Gone Bad* is one of several productions that form part of Half Moon Presents, the producing arm of Half Moon, supporting the promotion and development of theatre for young audiences at a national and international level.

Half Moon is a National Portfolio Organisation of Arts Council England and receives regular funding from the London Borough of Tower Hamlets.

Half Moon’s digital archive is available at [www.stagesofhalfmoon.org.uk](http://www.stagesofhalfmoon.org.uk).

Website: [www.halfmoon.org.uk](http://www.halfmoon.org.uk)
Facebook: [www.facebook.com/halfmoontheatre](http://www.facebook.com/halfmoontheatre)
Twitter: @HalfMoonTheatre

**ABOUT JOSEPH COELHO**

Award winning performance poet and Joseph Coelho has a long theatrical background as a performer and playwright for some of the UK's top children's theatre companies including Half Moon, Polka, Unicorn and Oily Cart. His poetry has appeared in many anthologies, and TV including CBeebies’ *Rhyme Rocket*. He co-founded Word Pepper Theatre in 2012 which enjoyed great success with two shows for young people, *The Poetry Joe Show* and *Pop-Up Flashback* in partnership with Half Moon with whom he went on to self-produce *Fairy tales Gone Bad* for Joseph Coelho Productions. These two dark, poetic retellings of fairy tales are presently touring nationally to venues, festivals and libraries. His debut poetry collection *Werewolf Club Rules* is published by Frances Lincoln for which he won the prestigious CLPE Children’s Poetry Award 2015. His second poetry collection, *Overheard in a Tower Block* is published in July 2017 by Otter-Barry Books and his debut Picture Book - *Luna Loves Library Day* is published in October 2017 by Andersen Press. As a National Poetry Day Ambassador, he regularly creates poetry, workshops and resources.

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Facebook: [www.facebook.com/joseph.coelho.writer](http://www.facebook.com/joseph.coelho.writer)

Twitter: @poetryjoe