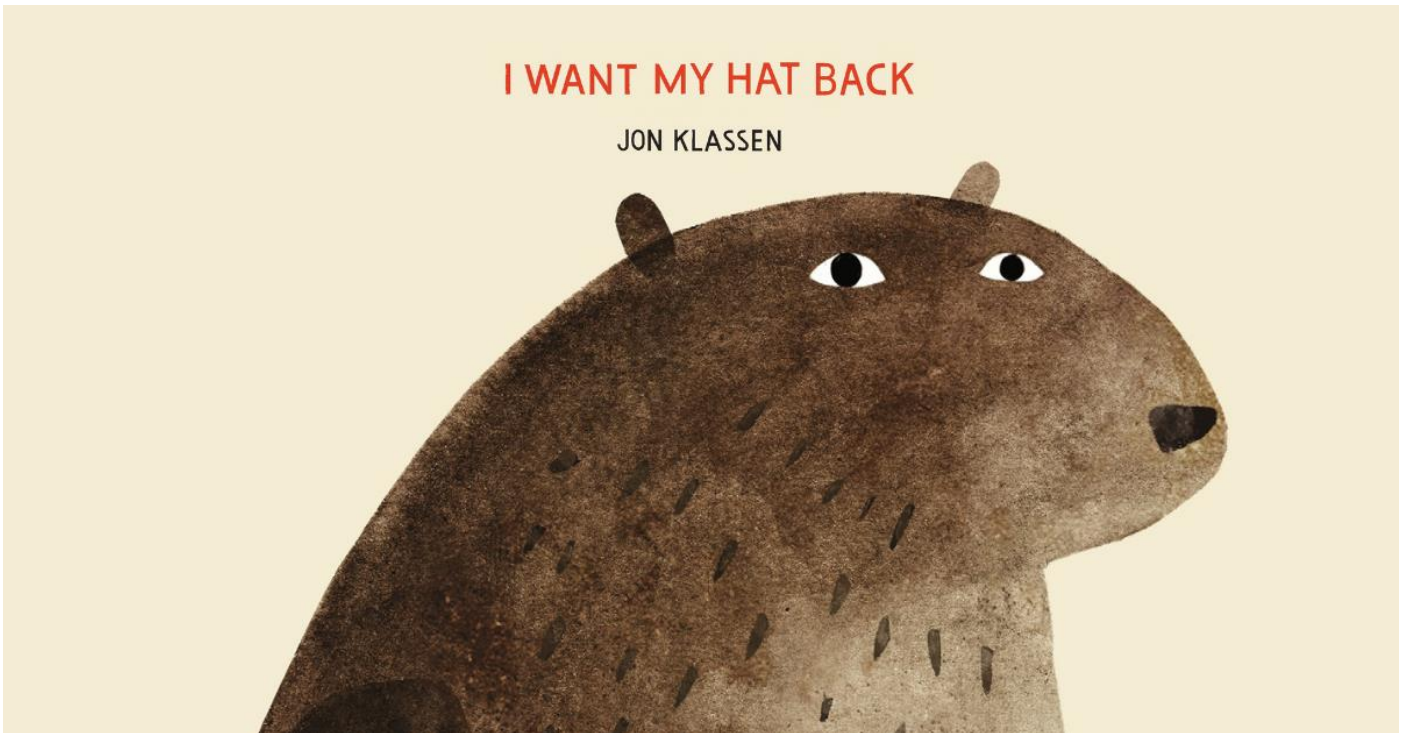




# I Want My Hat Back Trilogy

## Marketing Pack



2023

# COPY

## Long copy

### I Want My Hat Back Trilogy

Presented by Little Angel Theatre with Ian Nicholson and Sam Wilde

Aimed at ages 3-6

*A bear has lost his hat. What if he never sees it again? WAIT! He has seen his hat.*

*A fish has stolen a hat. And he'll probably get away with it. Probably.*

*Two turtles have found a hat. The hat looks good on both of them. But there are two turtles. And there is only one hat.*

*Following their hit digital series on Little Angel Theatre's YouTube channel, and a sold out run at their venue, lockdown sensations Ian Nicholson and Sam Wilde are back, showcasing their trademark cardboard design across the UK on the first ever tour of I Want My Hat Back Trilogy! Jon Klassen's beloved books, I Want My Hat Back, This is Not My Hat and We Found A Hat, have found a new life of their own LIVE on stage. All your favourites including Bear, Little Fish and the Turtles will be making an appearance in this one-of-a-kind trilogy.*

## Credits

Adapted by Ian Nicholson and Sam Wilde

Directed by Ian Nicholson

Designed by Sam Wilde

Assisted by Alana Ashley

Lighting Design by Sherry Coenen

Sound Design and Composition by Jim Whitcher

Stage Managed by XXX

Performed by XXX

### I Want My Hat Back

Adapted by Ian Nicholson and Sam Wilde

From the book by Jon Klassen, illustrated by Jon Klassen  
published by Candlewick Press

### This Is Not My Hat

Adapted by Ian Nicholson and Sam Wilde

From the book by Jon Klassen, illustrated by Jon Klassen  
published by Candlewick Press

### We Found A Hat

Adapted by Ian Nicholson and Sam Wilde

From the book by Jon Klassen, illustrated by Jon Klassen  
published by Candlewick Press

## Short copy

*Following their hit digital series on Little Angel Theatre's YouTube channel, and a sold out run at their venue, lockdown sensations Ian Nicholson and Sam Wilde are back, showcasing their trademark cardboard design across the UK on the first ever tour of I Want My Hat Back Trilogy! Jon Klassen's beloved books, I Want My Hat Back, This is Not My Hat and We Found A Hat, have found a new life of their own LIVE on stage.*

*All your favourites including Bear, Little Fish and the Turtles will be making an appearance in this one-of-a-kind trilogy.*

## 1 line copy

*Following their hit digital series on Little Angel Theatre's YouTube channel, and a sold out run at their venue, lockdown sensations Ian Nicholson and Sam Wilde are back, taking on Jon Klassen's well-loved trilogy.*

## Reviews

★★★★★

*Hysterically funny and stunningly imaginative. Even with its Peaky Blinders moments this amazing show will have you laughing all the way home, discussing its topics and creating things from cardboard long afterwards.*

– **Everything Theatre**

★★★★★

*Nemesis; hubris; redemption; headgear. (...) It would maaaaybe be a stretch to compare it to Greek tragedy, but there's something of the devastating emotional clarity of the 'Oresteia' trilogy here.*

– **Time Out**

★★★★★

*Impressive theatricality. A charming cardboard adaptation of Jon Klassen's picture books*

– **The Stage**

# IMAGES



All images to be credited to Little Angel Theatre please. Access photo files here:

[https://drive.google.com/drive/folders/13o2TdUhiAdE\\_Yf8utn9ZnL6iDOsqM](https://drive.google.com/drive/folders/13o2TdUhiAdE_Yf8utn9ZnL6iDOsqM)

# AUDIENCE FEEDBACK

## Long

*"We adored it! I want my hat back is a firm favourite in our house and the show did not disappoint. Our toddler (2 years 9 months) was mesmerised by it and so were we. We were so impressed by how faithful the show was to the books but also the way it was adapted in such a playful, creative and humorous way. This was our daughter's first time in any kind of theatrical environment and the size and scale of it all was just perfect for her. She also loved watching the video of Sam making the little fish puppets and bringing her puppet along; it was great to be able to help her prepare for the experience."*

*"We loved it! We are big fans of the books and also enjoyed the Little Angel Theatre YouTube video of I Want My Hat Back during lockdown 1 so we were so happy that we got the chance to see the production live. It was our daughter's first theatre experience and she enjoyed it so much and has been talking about it for days. The performance was so funny and perfectly captures the joy and drama of the books."*

*"The show was fantastic. Wonderful puppets, props and performers! We loved the sensory elements like the bubbles, lights and leaves, and joining in with our puppets. My 5 year old said it was the best theatre show he has ever been to, and that he would like to be a puppeteer when he grows up. Lovely Cosy atmosphere too."*

## Short

*"After Archie (5) saw the series during lockdown and together we made his very own theatre (...) we knew that if it was to be performed live we would have to go! Incredible craftsmanship, talent & performance by all to bring these books to life. 5\*"*

*"This was the best show my 2,5 year old and saw this year. We enjoyed the acting the setup and the story. It was a treat for both adults and kids. The actors are fantastic, they really gave a lot of life/emotion to the puppets."*

*"It was fantastic! Puppetry theatre of the highest quality. Beautifully crafted piece, wonderful puppets and energetic performances."*

*"Best 40 minutes our family of four have had in ages. It could have gone on for another 40 and we'd all have been happy. Thank you. Keep up the bloody wonderful work"*

# TWEETS

## **The Family Stage @stage\_family ·Jul 24**

No 36: I Want My Hat Back Trilogy (24 July)

The @burstofbeaden Hat trilogy are the best picture books ever created and the @LittleATheatre adaptation more than does them justice. Loved the 2020 online version and it's even better in a room full of giggling children!



## **Liz @liz545 ·Jul 23**

@LittleATheatre we had such a great time at I Want My Hat Back! Thanks to all your FOH staff for being so friendly and welcoming!

## **Caleb Lee @calebleewh ·Jul 22**

Thoroughly impressed and inspired when I first watched I Want My Hat Back online in lockdown. Now, I got to see the trilogy in 3D at @LittleATheatre, in front of an amazing live audience. What a treat! Absolutely loved everything from start to end. @SamuelJWilde @idgnic

## **Katherine Webber Tsang @kwebberwrites ·Jul 16**

We absolutely loved the puppet performance of the I WANT MY HAT BACK trilogy at @LittleATheatre . It was so engaging and fun — and it captured all the humour and cleverness of the books too. One of the best bits of kids theatre I've seen recently.

## **Robert Greens @robgreens ·Jul 9**

Best children's show I've ever seen. \*\*\*\*\* If you like the books you'll love this. Funny, emotional, great direction by @idgnicholson and great sets and props by @SamuelJWilde

<https://littleangeltheatre.com/whats-on/i-want-my-hat-back-trilogy/> on at @LittleATheatre

## **Anna Prall @annajprall ·Jul 3**

Magical afternoon watching @ImogenKhan98 in 'I Want My Hat Back' at the

@LittleATheatre. Simple but clever puppets, playful fusion of light & sound and performed so beautifully. A JOY! Living the disco tortoise dream from now on 🥰

# AUDIENCE

**Bad Language:** None

**Strobe/flashing lights:** None

**Age recommendation:** 3-6

**Running time:** 40 mins

**Content Information:** The I Want My Hat Back Trilogy is aimed at ages 3 – 6. The play contains three simple, funny and gently paced stories where animal characters act on feelings about ownership, wanting things and fairness that children of this age can relate to. In the first two stories it is implied that small animals have been eaten by bigger animals (off stage). The final story shows a friendship. Under-3s may get a little restless.

## Reaching the audiences: where to find the interest group

- Primary school
- Family focussed websites
- Local parent groups and family networks
- Libraries
- Leisure Centres
- Book shops
- Children's toy/shoes/clothes shops
- Parent support centres
- Gingerbread/lone parent initiatives

## Other marketing ideas

- **Wrap around activities as marketing support:** You can run puppetry, crafting and storytelling workshops alongside the production. They could be:
  - Puppet making. You can make puppets out of anything – out of a cup, straws and string
  - Have kids draw their dream hat or their favourite character from the show.
- **Connect with a local library or book shop:** Share *I Want My Hat Back* and other Jon Klassen books.
- **Puppetry:** Make sure you check out the Little Angel Theatre website to see and learn about puppetry. There are resources available including education packs, previous shows, blogs and media. [www.littleangeltheatre.com](http://www.littleangeltheatre.com)

## Who do we send weekly sales/financial figures to?

[Cindy@littleangeltheatre.com](mailto:Cindy@littleangeltheatre.com)

[marketing@littleangeltheatre.com](mailto:marketing@littleangeltheatre.com)

# ABOUT LITTLE ANGEL THEATRE

*“There is magic in this compact theatre and its glowing stage”*

**Time Out**

Little Angel Theatre (LAT) has used puppetry to create and share inspiring stories since opening its doors in 1961; igniting the imaginations of the youngest minds. The theatre’s success has been built upon a spirit of artistic innovation. We are committed to pushing the boundaries of what puppetry can be, whilst preserving its heritage.

Not only do we produce our own shows for children and young people, which play in-house and tour nationally and internationally, we also welcome puppetry companies from around the UK and overseas to perform on our stages.

Alongside our work on stage, our creative learning department delivers imaginative education and participatory activities in our venues, in schools and in community settings.

LAT aims to fuel the imagination through the magic and wonder of puppetry. It does this on stage, on screen, in schools, in the community and through training and professional development.

*“Wonderful work that celebrates the possibilities of theatre”*

**The Guardian**

## **On Stage**

Little Angel Theatre’s artistic programme aims to present high quality, innovative puppetry at both of its home venues – our Theatre on Dagmar Passage and our black-box Studios on Sebbon Street. We also tour our shows across the UK and internationally.

## **On Screen**

Our digital programme of work – Watch, Make and Share – is free to access via our YouTube Channel.

Watch, Make and Share is as simple as it states. You can WATCH content (simple video stories or short filmed puppetry shows), use our step-by-step video guides or downloadable guides to MAKE associated crafts, and SHARE these – either by making your own puppetry show or taking pictures to share on LAT’s gallery and/or with friends and family.

## **In Schools**

Little Angel Theatre runs a targeted Schools Partnership Programme with its eight closest primary schools. Schools that are part of the programme have access to a wealth of opportunities and resources to enrich pupils’ artistic engagement and support teachers to enliven and enhance the curriculum. We also offer puppetry workshops to schools that are not part of the programme.

## **In the Community**

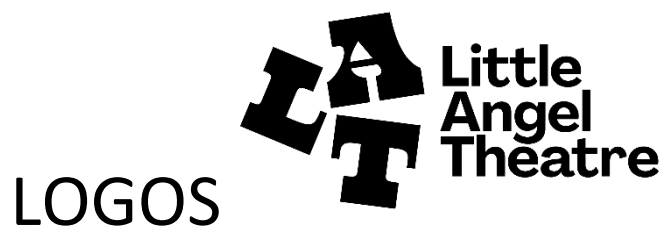


Little Angel Theatre runs a dedicated community outreach programme in order to break down barriers to engagement and serve the needs of its entire community in a creative and engaging way – not just those who know about the work or who can afford to participate.

We work to identify groups of people that are currently underrepresented in our audiences and create bespoke programmes to encourage them to access our opportunities. We do this through direct engagement with local Islington families as audiences and participants, prioritising families on local estates on our doorstep; and through partnering with other Islington-based, charitable organisations.

### **Through Training and Professional Development**

LAT is committed to developing people, from the children and young people that we work with to our staff team; and from teachers to artists. We run a number of courses and classes for all ages and all levels of experience, as well as hosting placement students and running courses with HE and FE institutions.



A Little Angel Theatre logo must be part of any print or publicity materials. Logos can be found in the Google Drive here:

Please note that in 2021 Little Angel Theatre undertook a rebrand which included new logos. If we have worked together before please do take the time to check that the logos you are using are our new ones. Thank you.

Please can proofs of all publicity material be sent for approval to: [cindy@littleangeltheatre.com](mailto:cindy@littleangeltheatre.com)

## **ONLINE RESOURCES**

### **Links**

Facebook: /littleangeltheatre

Twitter: @LittleATheatre

Instagram: @littleangeltheatre

#LATHats

## **RESOURCES**

We at Little Angel Theatre will do what we can to support you with marketing the show. We are

able to assist in the following ways:

- Mention the tour in our monthly newsletter which is sent to our extensive mailing list
- Mention the tour on our social media channels
- Send a press release template that you can customise for your venue
- Arrange e-newsletter mailouts to people in your local area on our email database
- Share suggestions of places that you can list your event
- Send banners for use on Facebook, Twitter and email signatures
- Send extra resources such as education packs and visual stories
- Assist you in finding local interest groups

We are unfortunately unable to accommodate requests for resizing images to specific dimensions or creating ads that you may want to place. Please note that in the case of a book adaptation, all uses of the book imagery in print or online will need to be approved by the book publisher. Please ensure that you allow ample time for signoff from the publisher.

**For further information please contact:**

**Cindy McLean-Bibby, Tour Producer**

[cindy@littleangeltheatre.com](mailto:cindy@littleangeltheatre.com)

Direct Dial: 020 3780 5976

**George Fairclough, Marketing Manager**

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