



FACT SHEET

Description

- First time in LA, four-day festival
- Evening performances of stand-up, improvisation, sketch, and alternative comedy
- Performances will be held at Highways Performance Space in Santa Monica

Reach

- 400 – 600 attendees
- 20,000 will view printed material, press releases, advertising
- High visibility at Pride Festival, Outfest, and gay media

Performances

- Mix of improvisation, stand-up, sketch, and alternative comedy
- Confirmed performers and hosts: Lea DeLaria (our nationally known headliner), Ant, Bob Smith, Page Hurwitz, The Nellie Olesons, Andre Kelley, Stephanie Howard, Jason Dudey, Jen Slusser, Gay Mafia, and Reichen
- Potential documentary and performance filming
- One night fundraiser for community non-profit

Dates & Locations

- Highways – Thursday, July 28, 2005 to Sunday, July 31, 2005
www.highwaysperformance.org

Sponsor Placement

- Advertising in the event program
- Website - <http://www.thegaymafia.net/outlaugh/>
- Display banners
- Full PR representation with possible feature stories



FACT SHEET *(Cont'd)*

Producers

Mike Player

- Produced 325 performances of the comedy troupe, “Shock of the Funny,” in New York at venues including Lincoln Center.
- Founder of “The Gay Mafia,” the first all-gay improv/sketch comedy group in L.A., has produced 100 performances, and has managed stand-up comedy talent in clubs and theaters across L.A. (www.thegaymafia.net)
- Created improvisation workshops at Highways Performance Space in Santa Monica, The Village in Hollywood, and at Cal Arts.
- A former stand up comic in major clubs.

Jerry Calumn

- A stand up comic based in LA, he has performed at the Comedy Store, Hollywood Improv, Gay Mafia featured opener, Mischief, Revolver, and various venues around LA.
- 16 years experience as managing non-profit Gay & Lesbian and HIV organizations.

Contacts

Comedy Performers:

Send tape or DVD, and \$25 processing fee to:

J. Calumn, 950 N. Kings Rd, #266, West Hollywood, CA 90069

Celebrity Hosts/Guests:

Diana Yanez, Associate Producer/Talent Coordinator

The Gay Mafia Comedy Company

diana@atomicunaproductions.com

323-874-4721

Sponsors:

Jerry Calumn

950 N. Kings Rd., #266, West Hollywood, CA 90069

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