

# Jojo lends a hand to fellow Fringe performers

Ahead of the biggest arts festival in the world, two award-winning Edinburgh-based performers are taking time out to help other artists to 'Stand Out from the Crowd' ahead of the start of the Fringe at an event taking place at Black Ivy, Bruntsfield on 26 July 2018.



JoJo Sutherland

World acclaimed stand-up comedian, writer, actor and director JoJo Sutherland who has performed at the Fringe for the last 15 years and worldwide gigs, including three tours of the Middle East entertaining the troops and festivals, including T in the Park and Download, will be sharing insights into her strategy to stand out from the crowd.

Jojo will also be giving top tips on how to get noticed when over 50,000 other performers are all vying for the same spotlight in the city at the same time.

This year at the Fringe Jojo will be appearing at The Stand every day at 5pm with Susan Morrison in their stand-up show, Fanny's @ Five, which is described as a 'spontaneous, riotous, unscripted, anything-may-happen hour of nonsense' by the two grande dames of Scottish comedy.

Jojo has also directed 'The Bench', a new play from award-winning playwright Keir McAllister which will be run every day at 2.15pm at Rose St Theatre, Gilded Balloons venue.

Jojo Sutherland, said: "I am delighted to be invited along to speak at the Love Your Business event this month to share knowledge about marketing and branding in the arts and hopefully pass on some valuable tips on how to stand out from the crowd, which can be transferred into any line of business."

Joining Jojo at the Love Your Business event at 10am on 26<sup>th</sup> July is vintage-inspired singer Sarah Laing who specialises in music from the 1940s, 50s and 60s.



Sarah

Over the years Sarah's 'Doris Day' show has developed into a full stage production, 'My Life with Doris', which she performed at last year's Fringe and received rave audience reviews.

Sarah, who was invited to perform at 'Nicholas Parsons' Happy Hour' show during the Fringe last year, said: "I have been attending the Love Your Business events since they launched in January and I am delighted to be one of this month's speakers.

"I love that I have been able to make my childhood dream of being a singer into my career but it hasn't been the easiest thing to do. I quickly learned that it isn't just about the performance but there is a lot to do behind the scenes and none more so than putting on a solo show at the Fringe!

"I am really looking forward to sharing some of the things that I have learned along the way and how certain skills can be helpful not only for performers but in other industries too."

Michelle Brown, organiser of the Love Your Business event at Black Ivy, said: “We have been running a monthly networking club at Black Ivy since January with different themes every month and this month seemed the perfect time to look at the arts and how performers brand and market themselves in order to stand out from the crowd.

“We are hugely grateful that both Jojo and Sarah are taking time out of their busy schedules to share their knowledge and experiences in this field which will not only help other performers but also businesses too when thinking about ‘brand me’, personal v’s professional branding and creating a marketing strategy which gets you noticed in a crowded marketplace.”

Information about the event and tickets, check out <https://bit.ly/2lK0M5D>