



MARKETING KIT

A full selection of materials and further information that includes; artwork, images, social media, videos, media, logos, education pack and example of the program can be accessed at the [CADEL DROPBOX FOLDER](#).

CONTACTS

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*Please note all media requests are to be directed to Ali Welburn. All used CADEL marketing material is to be signed off prior to use.

PERFORMANCE & COMPANY INFORMATION

Performance title	CADEL: Lungs on Legs
Producers	Anant Das, Connor Delves & Ali Welburn
Scriptwriters	Connor Delves and Steve McMahon
Director	Mark Barford
Cast	Connor Delves Mecca Christy (onstage ASM)
Design (Lighting/Scenic/Video)	Imagine Black – Mitchell Fenton
Sound Designer	Nate Edmondson
Stage Managers	TBC
Presentation Line & Billing	[Your venue] in association with Anant Das, Connor Delves and Ali Welburn presents CADEL: Lungs on Legs
Artform	Theatre
Running time	70 mins no interval
Typical Audience Demographic	Adults - male and female, sports fans, cycling groups, sporting groups, mens groups, theatre audiences, regional audiences, lovers of Australian history and sporting stories, upper secondary school groups

<p>Show themes</p>	<ul style="list-style-type: none"> • Perseverance and endurance — exploring the physical and mental resilience required to push through pain, setbacks and exhaustion in pursuit of a dream. • The pursuit of excellence — examining the sacrifices, discipline and obsession behind elite sporting achievement. • The underdog spirit — celebrating determination in the face of doubt, pressure and impossible odds, reflecting Cadel Evans’ rise to becoming Australia’s first Tour de France winner. • Identity and isolation — revealing the loneliness that can accompany elite competition and the struggle to maintain a sense of self under public scrutiny. • Australian resilience — capturing the grit, humility and quiet determination often associated with Australian sporting culture. • Ambition versus personal cost — questioning what athletes sacrifice physically, emotionally and personally in the pursuit of greatness. • Mental toughness — highlighting the psychological battle behind elite performance, including pressure, fear, self-belief and persistence. • Triumph through adversity — showing how setbacks, failures and hardships can become the foundation for success. • Human vulnerability behind heroism — presenting the athlete not just as a champion, but as a complex human being navigating expectation, doubt and vulnerability.
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SYNOPSIS & SHOW COPY

MARKETING BY-LINE

One Man. One Bike. One Dream

From down under to the top of the podium — experience the riveting true story of Cadel Evans, the first and only Australian to win the Tour de France, live on stage.

Short Description

From down under to the top of the podium — experience the riveting true story of Cadel Evans, the first and only Australian to win the Tour de France, live on stage. CADEL: Lungs On Legs is a multi-award-winning solo theatre work that sees Connor Delves pedaling live on the bike Evans rode to victory. Delves fuses grit, storytelling and heart-pounding energy in a breathtaking theatrical ride that is a high-octane tribute to endurance, ambition and the spirit of Australian sport.

REVIEWS – A SELECTION

“At the centre is Delves. Whose performance captures Evans’ awkwardness and resilience without slipping into caricature, puncturing the intensity with dry, often hilarious aspects. Legendary Tour de France commentator Phil Liggett, who saw the show in Edinburgh, summed it up simply: Delves is Evans on stage.” (★★★★★) **The Guardian (Australia)**

“For theatre lovers, it offers a new respect for athletic discipline. For sports fans, it offers something rarer. Interior life. It bridges two worlds that too often sit apart. It celebrates excellence without irony, it sweats for its applause. Sport and art do not need to compete. In Cadel: Lungs on Legs, they come together.” (★★★★★) **The Scoop**

"It’s an inspiring celebration of an Australian sporting hero, brought vividly to life through sweat, storytelling, and soul. (★★★★★) **A Thousand Words**

“This is pitch-perfect theatre-making that manages to be both utterly clear, technically brilliant and emotionally compelling all at the same time. Gold medals all round.” (★★★★★) **The List**

Click [HERE](#) for copies of reviews, media pull quotes and audience reviews

MARKETING ASSETS & COLLATERAL

Artwork	This link is to examples of artwork that can be produced. Both Connor and Ali are proficient in Design and can respond quickly to requests. Link to examples - HERE
Images	Link to images HERE Note: Please credit Adam Kenna
Social Media examples	Connor is very proactive on social media and produces numerous location specific social media assets. This link (HERE) is to examples but suggest looking at Cadel The Play social media accounts to get an additional idea of social media scope.

WEBSITE & SOCIAL MEDIA

Website	www.cadeltheplay.com
Facebook	@cadeltheplay
Instagram	@cadeltheplay
Hashtags	#CadelLungsOnLegs #tourdefrance #CadelThePlay

OTHER RESOURCES

Full Dropbox Link	<u>HERE</u>
Media Release	<u>HERE</u>
Reviews	<u>HERE</u>
Education pack	<u>HERE</u>