

MARKETING KIT

TINY DOCTORS

AN INTERACTIVE MUSICAL FOR KIDS AND FAMILIES

Happy Labs is a children's theatre company that creates bold, original work for young audiences. Founded by Sarah Bowers and Hamish Pickering, the company is led by two emerging arts practitioners and educators who are passionate about making the arts accessible, engaging, and genuinely meaningful for young people across Australia.

Both are graduates of WAAPA's Music Theatre program, and Sarah also holds a qualification in Primary Teaching, bringing a strong educational lens to the company's work.

Please access the [GoogleDrive folder](#) for more materials, such as media release templates, images, videos and other content related to the show.

CONTACTS	
Marketing Contact	Sarah Bowers Sarah.bowers@outlook.com 0497070588
All marketing and media enquiries must be directed to Happy Labs unless otherwise arranged.	
All marketing materials not supplied by Happy Labs require approval before being published or sent to print. This includes print (posters, flyers, press advertising), broadcast (TV and radio ads) and digital (website, email).	
Approvals should be sent to the marketing contact listed above. Please allow a 72-hour turnaround on all approvals.	

PERFORMANCE & COMPANY INFORMATION	
Performance title	Tiny Doctors
Company	Happy Labs
Producers	Happy Labs
Scriptwriters	Sarah Bowers & Hamish Pickering
Director	Sarah Bowers & Hamish Pickering
Cast	Sarah Bowers & Hamish Pickering

Set Designer	Henry Kent
Composer	Hamish Pickering
Stage Managers	Daniel Story
Presentation Line & Billing	[Your venue] presents a Happy Labs production of <i>Tiny Doctors</i>
Artform	Kids Theatre, Immersive
Running time	1 hour
Audience Recommendation	Families, students, teachers, parents, young parents, regional audiences
Show themes	<ol style="list-style-type: none"> 1. Inclusion & Belonging Everyone belongs at <i>Tiny Doctors</i>. Through songs like <i>The Case of The Sillies</i>, the show explores how people think, act and express emotions differently – and that these differences should be celebrated, not judged. 2. Emotional literacy and wellbeing <i>Tiny Doctors</i> introduces young audiences to emotions in a playful, accessible way. Children are encouraged to identify feelings, and regulate big emotions through music, movement and interactive play. The show frames emotional wellbeing as something everyone can learn about together. 3. Teamwork and confidence The show empowers children to become active participants in the Happy Labs Research Centre; helping solve problems alongside the characters. Through collaborative games, singalongs and audience interaction, the Tiny Doctors build confidence, creativity and communication skills while learning the importance of working together.

SYNOPSIS AND SHOW COPY
<p>Marketing By-Line A musical, interactive theatre lab where kids mix potions and learn the magic of emotions!</p>
<p>Short Description Calling all little scientists (and their grown-ups!) Looking for the perfect day out for your kids? <i>Tiny Doctors</i> is an interactive musical adventure where kids help Dr Smiley and Roger the Rat save the WORLD by creating a magical Serotonin Potion.</p> <p>Expect music, laughs, big feelings and plenty of participation. Perfect for curious kids and families wanting a feel-good theatre experience.</p>
Long Description

Tiny Doctors is a musical, interactive theatre adventure where kids mix potions and discover the magic of emotions!

Set inside the enchanting Tiny Doctors Research Centre, children are welcomed as real Tiny Doctors (complete with their very own lab coats), ready to explore what helps us feel happy, calm, and connected inside.

Led by the joyful Dr Smiley and her musical sidekick, Rodger the Lab Rat, the team must search for all the ingredients needed to create a powerful Serotonin Potion. But their mission isn't easy! An evil Sergeant Sadness is determined to ruin their plans.

Through teamwork, kindness, and emotional bravery, the Tiny Doctors work together to outsmart Sergeant Sadness and spread joy throughout the world. Along the way, they sing, experiment, and discover how small acts of kindness and self-expression can create BIG feelings of happiness.

Created by professional educators and artists, Tiny Doctors empowers young people with tools for emotional regulation while strengthening emotional literacy in a joyful, accessible, and engaging way.

REVIEWS/AWARDS

'Best in Fringe Kids' Weekly Award at Adelaide Fringe 2026.

"I love the rat, he was funny. I want to come back again soon." - Mike (6 years old)

"Such a good energy show! Kids are left with smiles on their faces and positive message. The performers are high energy and interact with the kids the whole time. Went with 3,5 and 7 year old and they all loved it. Perfect for preschoolers or early primary." - Ella M (Adelaide Fringe Feed)

"Beautiful show that keeps the kids engaged. Took my 3 & 6yo daughters and they loved it! Highly recommend." – Sarah B (Adelaide Fringe Feed)

"Absolutely amazing. Would take the kids back to see it again. Great for all kids and even lol for the parents." - Isabella M (Adelaide Fringe Feed)

MARKETING ASSETS & COLLATERAL	
Artwork	A4 Poster Example
Images	Image Link
Videos	Vertical/Landscape Sizzle , Pitch Video , ProShot (Adelaide Fringe)
Instagram	@tinydocsplay
Hashtags	#tinydoctors #tinydocsplay #happylabs #kidstheatre #interactivetheatre #schoolholidays #kindnessmultiplies #emotionalregulation

OTHER RESOURCES
Meet the Team
Script
Media Release
Testimonials/Reviews
Education Pack
Community Engagement/Audience Development Plan
Tech Specs