



Peculiar Plants and The Ants Who Dance

Created by Flying Bicycle Collective

2026 CircuitWest Pitch

This marketing kit is prepared and designed to assist your venue in preparing marketing material such as season brochures, online web listings and media opportunities.

Marketing Contact: Estelle Brown

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Marketing Pack Google Drive TBA

Resources

[Media Release](#) **SAMPLE COPY**

Education and Creative Learning Packs TBA

Subject areas for schools - Dance and Drama, Visual Arts, Music & Physical Education and Wellbeing

Community Engagement Pack TBA

Use this to send workshop information to schools

Sensory Navigation Guide TBA

Reviews TBA

Team Biographies and Headshots TBA

Performance and Company Information

About Company: Flying Bicycle Collective creates vibrant contemporary dance and puppetry performances that ignite imagination in young people and their families. Through visually striking, non-verbal storytelling we tap into feelings that transcend words. Audiences of all ages will derive meaning from our shows in their own unique capacities. Directed by Estelle Brown and Izzy Leclezio in collaboration with talented early career artists, they are passionate about delivering amazing experiences in the theatre and beyond to communities and schools. In 2025 the collective toured "Dreams of a Lonely Planet" to 8 regional venues in WA with the support of Circuit West and Playing WA.

Presentation line & billing: Flying Bicycle Collective & [your venue] Presents a tour of Peculiar Plants and The Ants Who Dance

Created by Estelle Brown and Izzy Leclezio

Performed by Estelle Brown, Izzy Leclezio and Jo Cooper

Sound Design and Composition by Liam Downey

Set, Costume and Puppetry Design by Leisl Lucerne-Knight

Lighting Design by Matthew Erren

Tour Production Management by Peter Young

Stage Management by Holly Ballam

Poster Design by Emma Jane Shum

Logo Artwork by Sarah Sim

Produced by: Estelle Brown and Izzy Leclezio

Artform: Contemporary Dance and Puppetry

Running time: 45 minutes, including audience engagement, no lockout and no interval

Warnings: Low light and Haze, some high pitched noises (Autism Navigational pack will be provided)

Age suitability: For intergenerational audiences with a target of children aged 3 – 10, their teachers, families and grandparents.

Synopsis and Show Copy

Tagline

Not your average forest floor!

Short Copy

Not your average forest floor!

From the Winners of the WA Fringe World Children's Events Award comes Flying Bicycle Collective's new production "Peculiar Plants and The Ants Who Dance". An underworld of vibrant soundscapes, dance and puppetry tells a story of learning to include those who feel left out. Come let's adventure to the forest floor! There'll be mushrooms, insects and secrets in store. Pick a flower, take a seat, watch the ants dance to a mesmerising beat. After the show we can let ourselves grow, just like the plants as we move head to toe.

Long Copy TBA

Synopsis

Peculiar Plants and The Ants Who Dance is the perfect day out for a young family curious about dance, theatre and puppetry. This show is set in a magical forest where creatures appear in fantastical headpieces, plants come alive and the secret of an ancient forest creature lurks. This interactive non-verbal show is guided by evocative music, sprinkled with comedy and upbeat dance numbers and ends in a calm plant yoga session for all to enjoy in our underworld sanctuary.

Marketing Assets and Collateral

Photos

Credit Logan Ringshaw

Please Tag relevant photographer: Logan Ringshaw @kilter.vision

Media Release

[SAMPLE media release for Peculiar Plants and The Ants Who Dance](#)

[Hero Image](#)

[Production Images](#)

Behind the Scenes photos **TBA**

Headshots **TBA**

Videos

[Video trailers](#)

[Archival Footage of Full Show \(not for public distribution\)](#)

[Archival Footage of Plant Yoga \(not for public distribution\)](#)

Behind the Scenes Videos **TBA**

Artwork **TBA**

Programme **TBA**

Logos and Acknowledgement

*Ensure you use logos on **all** advertising and promotional material.*

*All venues/presenters **must** credit sponsors and partners through logos supplied*

[Flying Bicycle Collective Logo Pack](#)

Key Themes

- **Caring for our natural world:** in our fantastical land, every creature has an important role to play in working together to keep the forest in harmony.
- **Friendship and joy:** the ants love to dance to upbeat tunes, and the pesky weeds love a party! They also learn to be inclusive of everyone, and find belonging in unlikely friendships.
- **Finding calm:** after every show, the audience is invited to take part in a grounding plant yoga session guided by the performers.

Social Media

[Instagram](#) @flying_bicycle_collective

[Facebook](#) @FlyingBicycleCollective

[Linktree](#) Flying Bicycle Collective

All venues tiles **TBA**

Countdown Tiles **TBA**

Tags - please tag all accounts

@flying_bicycle_collective

Hashtags

#PlantsOnTour #schoolholidayactivities
#kidstheatre #contemporarydance
#kidsevents #puppetry
#familyevents #childrenstheatre
#dancetheatre #kidsactivities #puppettheatre

Marketing tips for venues

To help you promote and incentivise our show to your broader community

- Send out our facts, photos, show copy, community engagement pack and creative learning resource to schools and kindergartens as soon as possible to secure teachers' interest.
- Invite local dance, drama and music schools/groups to attend the show, relevant for pre-primary to primary age groups
- Get in touch with local newspaper and radio stations and reviewers
- Our show is highly visual and will look great on your social media! Utilise our production images and social media tiles ahead of the show to connect with younger demographics and parents.
- Put up flyers and show information in local dance, music and drama schools, youth groups and parents groups and email the show directly to them with our selling points and workshops.
- Consider a giveaway prize to entice audiences to buy tickets
- Our show could partner well with a local festival or community/family event that celebrates a connection to nature and environment or to wellbeing and mindfulness!

Unique selling points and Facts!

For ticket sales and for inviting Schools to shows. Print these out and keep them by the box office phone

- Peculiar Plants and The Ants Who Dance won the 2025 FRINGE WORLD Children's Events Awards WA Winner. This award goes to the best children's show made by WA artists in this year's fringe festival.
- Our show offers a positive, humorous and curious connection to live theatre and dance without the need for dialogue or words to inform narrative, imagination and wonder - perfect for children and audiences from any language and culture.
- The plant yoga sessions offer a calm and mindful way to process the story and experience gentle physical movement in a creative way, led by Estelle Brown who is a qualified yoga instructor.
- All ages are welcome from little ones to elderly. The target is children aged 3 - 10, and their families. Our show has been well received by neurodivergent audiences and linguistically diverse people who can access our universal non-verbal storytelling in their own capacities.

Target audiences and how to activate them

Kindergartens and daycare centres

Target daycare centers to bring groups of children to the show, this will be a wonderful and magical first theatre experience for many with no lockout and no need to understand a concrete story line.

Pre-Primary and Primary aged students

Target teachers of students pre-primary to year 4, encourage them to discuss the show's themes to their class before attending the show (using our Creative Learning Resource TBA). Our show is accessible whether a child is familiar or brand new to theatre and also includes an Sensory Navigation Guide (TBA).

Grandparents and their grandchildren

Target community groups such as craft, fitness and wellbeing groups and aged care/senior facilities. Our show is magical, dreamy and easy to follow, without needing to understand spoken text or remember complex plot points. Grandparents will feel transported to a sense of childhood wonder, a precious experience for them to share with their grandkids.

Parents and kids

Target parent's groups on facebook, drop information on local community boards and businesses such as medical centres, cafes, libraries, pharmacies and offer discounts for groups of families. Parents need not fear being bored, they will be intrigued by the abstract nature of the show and can connect to the show's deeper themes.

Audience Testimonials

"An absolute delight! It is magical, mesmerising, gentle, soothing, and meditative. The whimsical and expertly guided plant yoga is an integral piece that makes for an uplifting and deeply therapeutic experience."

"I absolutely loved this show! It was so fun and light-hearted and filled with nostalgic childhood magic. The artists were so animated and committed to their characters, the show took me back to a time of childish innocence, wonder and carefree giggles, and I left feeling refreshed with an increased sense of peace and mindfulness."

Press

Make use of our press quotes for marketing plus and see suggestions on page 5

"The creative soul in me adored this whimsical interpretive dance performance. With three talented performers dressed as various garden critters, the show delivered a delightful mix of imagination and artistry." Perth Happenings

"From the start, my daughters were captivated... The standout moment came as the performers had us raise our flowers, sprinkling them with glitter and water to "make them bloom." It was pure magic for the younger audience."- Perth Happenings

Approvals

It is a condition of participating in this tour that the Producer is required to proof all artwork before going to print/live. It is essential that any performance times and dates published are approved before going to print. All proofs will be approved within a 48-hour period.

Please send proofs to:

Flying Bicycle Collective, Estelle Brown
Email: flyingbicyclecollective@gmail.com