



## *Hello Kitty Must Die*

Pleasance Courtyard (Pleasance Two), 60 Pleasance, Edinburgh, EH8 9TJ

Wednesday 2<sup>nd</sup> – Sunday 27<sup>th</sup> August 2023 (not 8<sup>th</sup>, 15<sup>th</sup>, 22<sup>nd</sup>), 16:50

Based on the gripping cult novel, *Hello Kitty Must Die* will have its world premiere at the Pleasance for the Edinburgh Fringe. From the producers of *SIX* and *The Play That Goes Wrong*, this darkly comedic musical mashup is a manifesto of Asian feminism: it's time to kill the Hello Kitty stereotype because women can be anything they aspire to be – even murderers.

This chilling new show follows Fiona Yu, a high achieving, but highly disillusioned Chinese - American lawyer. Fiona is fed up with the stereotypes forced onto her by a white, patriarchal society – namely that she is the human embodiment of a certain clawless, fangless, voiceless cartoon feline. But she will pay for her own Jimmy Choos and tell anyone who tries to put a damn bow behind her ear to go to Hell.

Through a ruthless combination of sex, violence, and stilettos, Fiona reclaims her anger and takes revenge on the world. She embarks on an unusual journey of self-discovery and creates her own version of the American Dream by eliminating, without fear or remorse, anyone and anything that stands in her way.

*Hello Kitty Must Die* is a story by an Asian American woman, about an Asian American woman, to be performed by Asian American women. It's an outrageously irreverent mash-up of Asian feminism which gets its claws into expectations of family, dating and that cartoon cat, to then tear them to shreds.

Author Kate Karmen, formerly Angela S. Choi, comments, *With Hello Kitty Must Die, I wanted to rip into the stereotype that Chinese women were quiet, submissive, subservient. I just wanted to present a fresh, different, albeit psycho voice that said: See!? Even little yellow girls can be sick, twisted, and dark.*

## Notes to Editors

Title	<i>Hello Kitty Must Die</i>
Performance Dates	Wednesday 2 <sup>nd</sup> – Sunday 27 <sup>th</sup> August 2023 (not 8 <sup>th</sup> , 15 <sup>th</sup> , 22 <sup>nd</sup> ), 16:50
Running Time	1 hour
Location	Pleasance Courtyard (Pleasance Two), 60 Pleasance, Edinburgh, EH8 9TJ
Box Office	Tickets are available from <a href="http://www.pleasance.co.uk">www.pleasance.co.uk</a> Previews: £8 Weekday: £14 (£11.50) Weekend: £16 (£14.50)
Novel by	Angela S. Choi, now Kate Kamen
Production Company	Alchemation
Co-Adaptor	Gail Rastofer
Co-Adaptor	Kurt Johns
Dramaturg	Carol Ann Tan
Composer	Cecilia Lin
Lyricist	Jessica Wu
Notes	Ages 16+, contains sexual content, violence and strong language
Website	<a href="http://hellokittymustdie.com">hellokittymustdie.com</a>

All enquiries, high res images and further information:

Chloé Nelkin Consulting

E: [edinburgh@chloenelkinconsulting.com](mailto:edinburgh@chloenelkinconsulting.com), M: 07764 273 219 (Chloé)

W: [www.chloenelkinconsulting.com](http://www.chloenelkinconsulting.com)