

Two-mur Humor: He's Malignant; She's Benign
Press

Target Audience

Senior Citizens

Philanthropists

Health care providers

Cancer organizations

Cancer survivors and their families

Cancer patients and their families

College, High School students, Interest Groups

Individuals suffering from any type of life-threatening illness

Individuals who have a negative stereotype and feel indifferent towards those suffering from cancer or any other life-threatening illness

Doctors, nurses, medical staff/students to educate them on the importance of showing compassion and being sensitive to their patients' needs

Our reasons for success...

**Two-Humor's* inspirational story realistically depicts serious issues in a humorous, educational and entertaining way.

*Everyone has been touched by cancer or a life-threatening illness—This piece appeals to a variety of audiences and the characters in the play, Lisa and Paul, represent two different generations.

*One important issue calls attention to health care issues and the rising costs of unaffordable health insurance that is currently creating financial debt from medical bills for the average American.

*Our goal is to send a positive message that you can survive and thrive.

**Two-Humor* has begun touring to help raise money for those in need and educate and create awareness of childhood cancer.

*It has been performed at Gilda's Club NYC, NYC Playwrights, The Gene Frankel Theatre-NYC, Boys & Girls Club of America, Mount Vernon, NY, The Edison Valley Playhouse, Edison, New Jersey, Memorial Sloan-Kettering Cancer Center, New York City, Fernview Convalescent Hospital, Los Angeles, CA, and New York's 11th Annual International FRINGE Festival,

GOALS

Inform, educate and provide resources for children, parents and legal guardians.

Create awareness of childhood cancer and the arising after-effects.

Entertain audiences at theaters, hospitals and camps with the play, *Two-mur Humor: He's Malignant; She's Benign*.

Establish performance/visual arts programs for these children to give them opportunity to emote and explore their creative expression.

Piggyback with other organizations to help promote our missions and raise funds.

Provide funds to lessen financial burdens between patients and doctors/hospitals.

Donate proceeds from *Two-mur Humor: He's Malignant; She's Benign* to The Tumor Humor Fund.

TIMELINE

SHORT-TERM GOAL: Production of the play *Two-mur Humor: He's Malignant, She's Benign* for a Nursing/ Convalescent Home Tour in Los Angeles, followed by a tour at colleges, hospitals, cancer-related camps and theaters to initiate our marketing campaign and bring awareness to create networks. To acquire enough donations and sponsorships that we can hire a personnel to research grants, further develop fund to begin candidate selection process.

MEDIUM-TERM GOAL: Through publicity and the networking generated through tour, targeting celebrity endorsements from cancer survivors Lance Armstrong, Sheryl Crow, Fran Drescher, Melissa Etheridge, Christina Applegate and James Taylor to have cameo appearances in production. Begin a publicity campaign to help promote awareness in media, including *Ellen DeGeneres, Oprah Winfrey, Regis and Kelly, The Today Show, CBS This Morning, Late Night with Conan O'Brien, The Late Show with David Letterman, The View, 20/20* and *HBO for a Comedy Special*.

LONG-TERM GOAL: Within five years, The Tumor Humor Fund hopes to alleviate the financial burdens of 365 distraught families' medical debt. With the addition of receiving grants, donations, and sponsorships, we can accomplish this goal.

CHILDREN'S PROGRAMS: Develop children's visual and performing arts and education programs to encourage individual expression.

MERCHANDISE AND RETAIL: The Tumor Humor Fund will launch a merchandise line that include T-shirts, sweatshirts, bumper stickers, wristbands, hats, toys, book line and other items to help contribute. The web site, www.tumorhumor.org, will provide candidates with an **financial** application to download and financial aid resources as well as links to helpful cancer-related web sites.

Comments from some of our audience members...

“Superb! —*Faculty Member, Pain and Palliative Care Service, Memorial Sloan-Kettering*

“I was impressed with the writing, organization and execution of the actors. I especially enjoyed the humorous vehicle used—that particular choice was inspiring. The play provided a realistic perspective of a cancer diagnosis on a person’s life and relationships.” —*Ernestine Jacobs, Physician Assistant to Dr. Carol Portlock, Dept. of Medicine, Lymphoma Service Memorial Sloan-Kettering Cancer Center*

“This play was extremely touching, and really brought home what goes on between visits with our patients. The impact of our procedures and decisions on our patients’ lives was graphically presented in a very entertaining way. I think any oncologist would benefit from seeing the performance of these two very talented writer/actors.” —*John Gerecitano, M.D., Ph.D. Dept. of Medicine, Lymphoma Service Memorial Sloan Kettering Cancer Center*

“I liked it because 1) it was ‘from the heart’ and 2) it focused the health care worker on many aspects of the patient we don’t always appreciate” —*Beryl McCormick, M.D., Memorial Sloan-Kettering Cancer Center*

“I really enjoyed the play. It really touched on some serious issues when patients are diagnosed with cancer, health care issues and treatment in a humorous way. The characterizations were remarkable!” —*Rachel Telfer, Assistant to Dr. Joachim Yahalom, Radiation Oncology, Memorial Sloan-Kettering*

“Two-mur Humor is a must-see for everyone—especially anyone working within the health care industry. Both actors gave stellar performances of their firsthand account of how they each dealt with one of life’s major unexpected events. The ties between the patient and doctor can finally be mended in this heartfelt comedy that dusts off the emotional cobwebs, which has unfortunately become the mainstay in patient protocol. Somehow between the dollar signs and the daily details, one of the most important aspects of humanity has become lost. This play helps find what has been missing for far too long in the American health care industry...kindness and empathy towards the person being treated.”
—*Mindy Ash, Television and Film Industry*

“Very well-executed. The clever diversity of approaches in relaying these patients’ journeys with their cancer diagnosis, treatment and recovery, combined with powerhouse performers like these two, made for ‘never a dull moment’ and a very touching story. I laughed and cried. This is a must-see!”
—*Rachel Strayer, Booking Agent, R&L Model Management*

“Two-mur Humor: He’s Malignant; She’s Benign brings out the humor in the saddest of circumstances. My “diagnosis” is that this is the comedy hit of the season. Rarely have I seen two actors portray the tragedy of cancer in such an enjoyable setting. It is a comedy that brings joy to all who see it.”
—*Herb Rothman, Owner, American Talent Management*

Some press reviews...

"Worth noting...a let's 'yak-it-up' approach to cancer."
—*New York Times*

"Belly laugh one moment...Get misty-eyed the next."
—*Hi Drama!*

"Zany...Finds the funny side of life-threatening illness." —*Time Out NY*

"...successfully satirized to full comic effect, proving that the pen is mightier than the scalpel. If in the process, we can have a laugh at ourselves and all the other poor hapless bozos out there in Cancer Land? Well, then, ladies and germs, you had me at the word 'tumor'."

—*nytheater.com*

Introducing...

Jim Tooey is an actor/writer and can be seen in his latest starring role as Detective Russ at HBO's Latin Film Festival in Off Jackson Avenue, a controversial film about sex slave trading. Jim's premiere at 2007's Tribeca's Film Festival in Gardener of Eden produced by Leonardo DiCaprio and directed by Kevin Connolly as the loudmouth was comically recognizable. You may also have seen him as Tony the Hit Man in Wayne Kramer's Running Scared with Paul Walker and Chaz Palmitieri, in Matthew Barney's Cremaster 3, as well as Mel Brooks' movie The Producers as a prisoner of love principle dancer. He has appeared in numerous commercials and print ads and his most recent TV appearance was on The Guiding Light. Other credits include Late Night with Conan O'Brien, One Life to Live, Sopranos and Law and Order: SVU. He is also a Co-founding member/ Vice-President of The Tumor Humor Fund and wrote, produced and starred in his own life story Off-Broadway called Two-mur Humor: He's Malignant; She's Benign.

Kelly Chippendale is a stand-up comedian/writer/producer and Special Education teacher. She got her comedic start at Gotham Comedy Club under the tutelage of Dan Vitale (SNL) and has since performed at Stand-Up NY, Comedy Cellar, Comedy Village and New York Comedy Club. She has begun producing shows and charity benefits and is President/Co-founder of The Tumor Humor Fund and writing collaborator/actor/producer for Two-mur Humor: He's Malignant; She's Benign.

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