



## PRESS RELEASE

### **NEW LOCAL DRAMA: 4 Play - e.tv offers sex tips for girls**

**Tx: Tuesday 2 February 2010 at 9PM**

e.tv viewers can expect heart-stopping truths about love, sex and relationships in the sizzling new local drama, 4 Play: Sex Tips For Girls.

Premiering on Tuesday 2 February, this 13-part series will produce a few blushes, much laughter, and some tears as it explores the birds and the bees with all its consequences.

The story revolves around four thirty-something women - Nox, Noma, Amira and Danny from contemporary Johannesburg. These ladies are different in character, social and economic status, but they are all after one thing: Love, Lots of it. Deep. Fulfilling. Love. The four women embark on their own colourful journeys, never afraid to experiment or explore to impress the opposite sex. It's funny and a little irreverent at times, but the drama unfolds when the women encounter the treacherous and sometimes extreme paths of relationships in each episode.

"4 Play is deliciously sexy, frantically funny, and unbelievably real. It possesses that special wow factor that leaves you breathless, and gets you thinking at the same time. It's the book of life for men and women that are old enough to know better, but young enough to take risks - all for love. South Africans have long been ready for a high-end glossy and sensual drama series, like 4 Play. It's truly a stunner," says e.tv's executive producer, Lynn Gaines.

The series was written and produced by Johannesburg-based Curious Pictures, for Johns Hopkins Health and Education in South Africa (JHHESA), an NGO affiliated to the prestigious Johns Hopkins University in the United States, which is very active in the HIV/AIDS sector in this country.

"4Play promises to be the most exciting new TV series of the season. It deals with the realities of life for four South African women, as never before explored on television", says Patrick Coleman, Deputy Director in charge of special projects for the Johns Hopkins Bloomberg School of Public Health Center for Communication Programs (CCP) and Chairman and Managing Director of the Johns Hopkins-affiliated South African NGO, Johns Hopkins Health and Education in South Africa (JHHESA)

Says Harriet Gavshon, Curious Pictures' executive producer: "4Play deals with and celebrates women's sexuality. It is sassy, sexy, glossy and funny. It will make you laugh as much as it will make you cry. We brought together an entire team of women writers and women directors – and then said: 'Let's have fun, let's talk about ourselves, and let's push the envelope'."

4Play comes with a warning that no one's laundry is too dirty to air.

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