



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.

Ends/

About Johns Hopkins Health and Education in South Africa

Johns Hopkins Health and Education in South Africa (JHHESA) is a non-profit organisation that aims to improve the health and wellbeing of all South Africans particularly on HIV prevention, care and support.

In achieving its broader objective, JHHESA uses a strategic, evidence-based communication approach which includes dynamic mass media and interpersonal communication initiatives. Its communication strategies are designed to support the targets of South Africa's HIV and AIDS and STI National Strategic Plan (2007-2011).

JHHESA is affiliated to the internationally acclaimed Johns Hopkins University Bloomberg School of Public Health's Center for Communication Programs, based in Baltimore in the US, which is a globally respected public health communication organisation.

About Curious Pictures

Curious Pictures has a reputation for being one of South Africa's most innovative and exciting production houses - both a home to independent filmmaking and film makers, yet of a size to support large scale production of television and drama series. It produces a diverse range of television programmes including education, documentary, and drama series, corporate communications and commercials much of it amongst South Africa's most admired and popular work.

Curious Pictures remains uncompromising about producing high quality work for both the broadcast and non-broadcast sector. The company mission includes merging producing experience and skills with the perspectives and energy of new creative voices.

The four lovely ladies in pursuit of love are:

Noma Mkhize (played by Portia Gumedede)

Noma is a curvaceous 35-year-old hairstylist and the heart of the group. Sassy and a straight-talker, she regularly provides a shoulder to cry on for all of her clients and friends. Noma can always be counted on to give them her honest opinion about their endless relationship woes even if they don't want to hear it. Raising a teenage son on her own while running a business and being an amateur therapist leaves little time for romance for Noma, so she figures she doesn't need it. But Cupid may have other plans in store for her. Will she run from it or embrace it with wild abandon?

Nox Madondo (played by Kgomotso Christopher)

A handsome husband, two well-behaved children, a gorgeous home and a body to die for - Nox has it all. But why is she still so unhappy? Stylish, brainy and sexy, this 32-year-old revels in the luxuries of life and is rarely seen without makeup and designer clothing.

Money can't buy everything, and certainly not a straying spouse's fidelity, or the children's love and definitely not happiness as Nox discovers over the course of the series. When a quest of self-discovery and appreciation beckons, will she go for it?

Amira Mokoena (played by Mbali Maphumulo)

Whimsical songwriter, Amira, lives in a fantasy world where Prince Charming is every guy she meets. A huge people person, 30-year-old Amira is loved by everyone, despite her fanciful notions and even her mother, who wishes her daughter would find a purpose in life, can't stay mad at her for too long.

Seeing the world through rose-tinted glasses leaves Amira vulnerable to the cruelty of the men she quickly and frequently falls for. When her latest fairytale romance turns into her worst nightmare, will this princess be able to deal with reality and grow up?

Danny Gibson (played by Tiffany Jones)

Image consultant to the stars, Danny is an expert at turning plain Janes into dazzling Julias and works the Jozi party circuit like a pro. A fun, fearless trendsetter, she's also extraordinarily good at luring hunky men into her bed.

As a money-loving, business-savvy 32-year-old, Danny thinks relationships are a waste of time. Behind that seductive socialite facade, though, is a lonely woman with no real emotional connections. As the latest addition to the quartet, will Danny find that friendship and love can be as equally gratifying as hot, meaningless sex?

Actor Biographies

Portia Gumede as Noma

Portia Gumede is a South African actress, writer and producer, best known for her role as Thenjiwe in the soapie *Generations* as well as the receptionist Dinki Dube on the television drama series *Hard Copy*.

She also co-wrote, produced (with her production company Paw Paw) and starred in the mini-series *Izingane zoBaba*, based on the Shakespeare play *King Lear*.

Gumede has extensive theatre experience and has also played roles in such popular television shows as *Home Affairs*, *Going up again*, *Backstage*, *Egoli*, *Soul City* and Sibahle a short film as well as in Leon Schuster's hit movie *Oh Schucks I'm Gatvol*.

She has also created or written several television shows, including *Sokhulu & Partners* which was nominated for an International Emmy Best Drama Award in 2009, *Home Affairs 2 & 3*, *Stokvel*, *Interrogation Room* and *Keeping Up Appearances*.

She's also written several articles for O Magazine.

Kgomotso Christopher as Nox

Kgomotso Christopher began her acting career as a drama student at the National School of the Arts in Braamfontein.

She received her B.A degree from University of Cape Town and upon graduation was awarded the Jules Kramer Award for Fine Arts. With this scholarship she pursued her postgraduate studies at Columbia University in New York.

It is here that she honed her skills under the tutelage of Tony Award-winner Andrei Serban and LAMDA-trained voice teacher Kristin Linklater. In 2004 she earned her M.F.A (Performing Arts) and continued to live and work in the US and UK until 2008.

Her stage credits include *The Tragical History of Dr Faustus* at the Civic Theatre, *Hamlet* and *A Midsummer Night's Dream* at the Horace Mann in New York City, *Giants: An African Antigone* at the Artscape Theatre, and *The Rose Tattoo* and *Annie Warbucks* at the Wits Theatre.

Television credits include a featured role in *Backstage* and appearances in *Madam & Eve*, *S.O.S.* and the sitcom *Moferefere Lenyalong*.

Tiffany Jones as Danny

An alumnus of the National School of the Arts and a B.A Honours (Dramatic Arts) graduate of Wits University, Tiffany Jones is an accomplished theatre, television and film actress.

She has appeared in many professional theatre productions, including *Shakers* and *Six Inches*, which toured for two years, as well as productions of Shakespeare's *Macbeth*, *Othello* and *A Midsummer Night's Dream*. She was also a major player in an improvisation Show called *Impromptu Zoo*, which ran at the Sandton Theatre on the Square.

Jones has also appeared on various television programmes, including numerous *Quickies* (a one-minute film festival), *Snitch*, *Binnelanders* and the international feature film *Man to Man* as well as in "Uncle Max" an ITV children's television series. Tiffany played Gabriella in the comedy "Izozo Connexion".

Along with her trail of Television work she's recently completed filming on "*Wild at Heart*" a BBC drama and still writes for various television shows. She has written for "*SCANDAL*", "*ISIDINGO*" and "*ISOZO CONNEXION*" just to name a few.

Amongst everything, Jones co-owns a production company with her husband, Jonny Barbuzano, LOCALALA PRODUCTIONS.

Mbali Maphumulo as Amira

Mbali Maphumulo is a singer, dancer and actress with an impressive list of credits to her name.

Apart from touring overseas with the stage production of *The Lion King*, she also starred in the international smash hit musical *Umoja*. She recorded solo songs for both shows.

She also played the role of Fikile in the popular drama series *Muvhango*.

Maphumulo has appeared in *Shell Road to Fame* to kick start her singing career. She has shared the stage with Hugh Masikela and Suthukazi as a backing vocalist.

She was crowned Miss Kaizer Chiefs in 1997 and still features in the modeling scene.

Episodic Synopses

4 PLAY – sex tips for girls

Episode 1

TX Tuesday, 2 February 2010

Is sex the gateway to love?

Nox fears that her husband, Brian is drifting away from her, and attempts to spice up her marriage by taking up a saucy new hobby. Amira, once again believes she has found true love. Noma watches it all from the sidelines, safe in her convictions that she doesn't need sex and love. But that doesn't mean her life is complication free. She has to deal with a demanding new client, Danny, and her "fashion emergency", the soon-to-be famous hip-hop singer, Seismic. Inadvertently, Danny gets drawn into the world of Noma's Hair and Beauty Salon and forms a friendship with the women as they contemplate the enigma of men, love and sex.

Episode 2

TX Tuesday, 9 February 2010

Is it better to be alone or live with a man who never lives up to your expectations?

Friday night is date night and the salon is bustling with women getting ready for their romantic quests. For some, it means being stuck at a high society do and watching your spouse flirting across the room. To many single ladies this could mean the opposite; bouncing from one romance to another or living in the moment.

Episode 3

TX Tuesday, 2 March 2010

Do women get dressed to be undressed?

Why are women so obsessed with what they wear?

The foursome is at it again. Noma has to let an ugly old dress go but it holds sentimental value: It carries the memory of Vincent, Buhle's father and Noma's long lost love. Can she let go of the dress or will it bring her luck and find her, her soulmate.

Born to shop, Nox is scouting for a dress, and a band to perform at her daughter Zinhle's birthday party.

Amira hustles Nox for the singing gig. The hooked up Danny has organized the popular band Jozi instead.

Episode 4

TX Tuesday, 23 March 2010

No one knows what men want – not even men!

Zinhle's party is a disaster. Her dress is all wrong, the young boy that she has a crush on doesn't even notice her, and Jozi doesn't arrive. Nox fails to protect her daughter from heartache, while Brian flirts with Portia, a business associate.

Danny screws up, failing her newfound friends dismally. She tries to drown her guilt in sex and alcohol. Noma watches Nox and Zinhle's pain from a distance and realises: "There is nothing we can do to make a man want us if his eye is somewhere else."

Episode 5
TX Tuesday, 13 April 2010

I am because you are...

Nox tries desperately to revitalise her marriage, but she's struggling to draw Brian's attention away from his engaging new business associate. Amira, on the other hand, finds herself drawn to a magnetic young poet, so much that she loses herself in days and nights of passion. She totally forgets the important meeting that could mean her lucky break. Could the man she is hung up on be the real deal or another bypass?

Episode 6
TX Tuesday, 4 May 2010

How to please yourself...

The gloves are off. This week the ladies go beyond daring. It's all about learning to please oneself at Noma's Hair and Beauty Salon, as Danny sets up a demonstration of adults' only toys. To get Noma up to speed, Danny takes her on a practice date!

Episode 7
TX Tuesday, 11 May 2010

Who has the time to date? Let alone find romance?

Valentine's Day does not turn out the way the friends expect. Disaster strikes on the romantic day's rush at Noma's Hair and Beauty Salon in the form of three blocked sinks. Humphrey, the plumber comes to the rescue and overhears Danny plotting a 100-date plan for Noma. One of the friends is keeping a secret that could break or free her girlfriend from a relationship packed with lies and deceit.

Episode 8
TX Tuesday, 18 May 2010

The truth shall set you free.

Nox visits Noma's Hair and Beauty Salon in a catatonic state to tell her friends that Brian is having an affair. The no-nonsense Danny cooks up a plan for Nox to get back at her husband. Could this plan save her marriage or lead her down the path of divorce?

Episode 9
TX Tuesday, 25 May 2010

Guilty as charged.

Tough times are yet to come for Nox when she discovers that her husband is building a love nest with his mistress. In an attempt to make Nox feel better, the four friends decide to go on an outing to Soweto to show Danny where they grew up, and to give Nox the opportunity to discuss her dilemma with the Gogo who brought her up. Will the words of wisdom save her marriage at this stage?

Episode 10
TX Tuesday, 1 June 2010

Great Expectations

Nox has retreated to her Gogo's house to deal with Brian's betrayal, and in the process cuts herself off from her friends. The group of ladies are spinning out. Danny tries to make amends when she finds a drunken Buhle in a club, and takes him home to his mother.

Episode 11

TX Tuesday, 8 June 2010

My first time.

Danny realises that she has fallen in love for the first time. Nox takes a stand against her husband. Their home turns into a battleground, but there is a price to pay for her victory. Afterall, there is a first time for everything.

Episode 12

TX Tuesday, 15 June 2010

Funny thing about loss...

Noma's father suffers a heart attack. She realises how scared she is of losing the people she loves. This sends Noma into a desperate race to try and protect the people around her. Experiencing this, Danny re-evaluates her relationship with her mother, realising, that no matter how strained their relationship has always been, losing her would be catastrophic.

Brian finally comes to his senses and realises just how much damage he has done to his marriage, and is on his best behaviour. Can Nox find it in her heart to ever forgive him?

Episode 13

TX Tuesday, 22 June 2010

Change

Things are looking up for the girls – Noma's father is on the path to recovery and she discovers that there is a real connection with Humphrey. Nox and Brian are working things out, and Danny is surprised to find herself genuinely falling for a man, while Amira and Tshepiso get their relationship back on track.

But life is full of surprises, and one of the girls is about to find her life changed forever.



curious pictures