



Press Release

Thirty Years Later: Madam & Eve **Monday 30 January at 9pm**

The final episode of the fourth season of one of the country's most popular locally produced sitcoms, Madam & Eve, will be broadcast this Monday, 30 January at 9pm. It is the year 2035 and Madam and Eve return to their old home to reminisce about something that happened to them 30 years before – an incident that threatened to split them permanently! The series was produced by one of the country's top sitcom experts, Roberta Durrant, and has won an international award (Rose D'Or) for best situation comedy and made it to the semi-finals of the International Emmys for 2005.

The show stars Tina Jaxa (Eve Sisulu), Val Donald Bell (Gwen Anderson, or Madam), Paddy Canavan (Edith Anderson, or Mother), Joe Mafela (Sol the gardener) and Jennifer Steyn (Marge the neighbour).

THE CONCEPT

Madam & Eve takes a humorous look at the relationship between two typically South African women as they move through the 'New South Africa' together. Based on the highly successful and widely syndicated cartoon strip, Madam & Eve, the TV sitcom captures aspects of South African reality that few other programs could hope to cover.

THE CENTRAL RELATIONSHIP

The relationship between Madam and Eve forms the core of this comedy series. On the surface, Eve seems to be a reverse mirror of Madam: Madam is rich, Eve is poor, Madam is the employer, Eve is the employee, Madam is the oppressor and Eve is the oppressed.

But upon closer examination, it becomes clear that the two women are also very much alike. In her own way, Madam (secretly) admires Eve, just as much as Eve (secretly) admires Madam. Both women are divorced and are forced to rely on each other for comfort and support. Although neither character will admit it, a reciprocal warmth develops underneath the veneer of the employer-employee relationship.

Ultimately Eve and Gwen are actually kindred spirits, kept apart by social norms established during the slowly-passing-into-history apartheid era. Through their eyes, we view the coming of the 'New South Africa', which, even in the eleventh year of its genesis, is still 'new' and, as every South African knows, still replete with its conflicts, triumphs and tragedies.

MADAM & EVE – A SYMBOL OF RECONCILIATION

Madam & Eve reach out to each other - across the kitchen and the mop. With its characteristic warmth and humour, Madam & Eve will be a path breaking and ultimately healing television show. The cartoon strip has never been afraid to examine the fears, prejudices and foibles of white and black South Africans alike. As the famous sitcom All In The Family did in the 1970s in America, the Madam & Eve sitcom aims to show South Africans the absurdities of separateness.

Madam & Eve is, more than anything else, a comedy of hope. Its unique formula has brought attention and praise from around the world. When the first series aired, the BBC did a news story on the transition of 'South Africa's best loved cartoon strip' to screen. They commented on how Madam & Eve tackles 'hot political issues', while still keeping audiences laughing. Of course, it's the reaction back home that counts - from kids to pensioners and across all race groups it has always been one of the most popular local programmes

on e.tv. The fourth series promises to be just as exciting and entertaining as the first.

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