



Press Release

Beauty is Pain: Madam & Eve - Monday 25 July at 9pm

Eve wins a beauty voucher at the shops, but Gwen argues it's hers, since it's *her* shopping. Mother Anderson's seriously into yoga (or is it her yoga-instructor?!). Marge gets in the middle of all of this.

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

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 is 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.

For further information and pictures contact:

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