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FOUR-TIME DORA NOMINEES 1EAST PRODUCTIONS BRINGS SUBURBAN DRAMEDY "LADIES' DAY" TO TORONTO FRINGE

TORONTO, ON June 4th – Fresh off a four-nomination 2026 Dora Mavor Moore Award haul for their hit *Romeo Pimp*—including **Outstanding New Play nominee Jesse McQueen**—1East Productions is riding a wave of critical acclaim straight into the 2026 Toronto Fringe Festival with the world premiere of **LADIES' DAY** playing at the VideoCabaret Deanne Taylor Theatre (June 30 to July 12)

Written by the husband-and-wife creative duo of Jesse McQueen and **Jack Creaghan**, this sharp new dramedy brings together an all-star powerhouse cast of Toronto's finest comedic actors to tell a hilarious, heartbreaking story of secret backyard resistance.

The Story: Windsor, 1969. Every Thursday, sixteen suburban housewives trade their aprons for cold beers, cigarettes, and dirty jokes at the neighbourhood's first backyard pool. "Ladies' Day" is a riotous, booze-fueled escape from domesticity—but beneath the laughter lies a powder keg of hidden truths, from alcoholism to closeted homosexuality. It's a beautiful, chaotic oasis the neighbourhood ultimately decides to stop at all costs.

A Modern Reflection on "The Good Old Days" and the real-life antics of McQueen's grandmother, *LADIES' DAY* charts the awakening of a collective consciousness. The play strikes a fierce modern chord by challenging today's internet trends that romanticize returning to traditional housewife roles, proving the solidarity these women fought for then is still under siege now.

LADIES' DAY is brought to life by a stellar line-up of top-tier Canadian talent. Production Bios **Below**

For showtimes, tickets, and venue details, please visit the official Fringe page: fringetoronto.com/fringe/show/ladies-day

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