

TORONTO
FRINGE
FESTIVAL

By Popular Demand Access Guide



June 30 - July 12, 2026

Giizis Studio at Native Earth Performing Arts

This guide uses plain language to provide audiences, particularly neurodiverse audiences, with specific sensory details of programming in advance to help guide your experience.

Table of Contents

About By Popular Demand	3
Run Time	3
Content Warnings and Advisories	3
Cast and Characters	4
Set	4
Costumes	5
Get in Touch	8

About By Popular Demand

The roaring 20s are back! Life is full of sparkle, parties, and depression. Join your charming hostess for an evening of music, sketch comedy, and cheeky fun. Directed by former Second City Artistic Director Carly Heffernan, and written by and starring Best of Fringe winner Janelle McGuinness, By Popular Demand is a show hell bent on finding joy amidst our Great Depression.

Run Time

55 minutes

Content Warnings and Advisories

Please be advised that By Popular Demand includes strong language, sexual content, loud music and sound effects, flashing lights, and audience interaction.

Cast and Characters



Janelle McGuinness plays every character in *By Popular Demand*.

Set



The set includes a white vintage chair beside a ukulele. A painting of a jazz club on an easel and a coat rack covered in the show's costumes.

Costumes



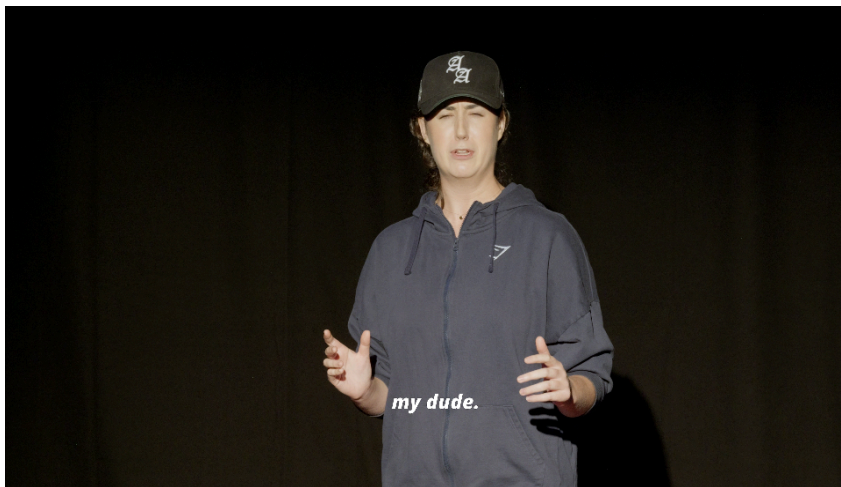
Janelle as the Host wears a red romper.



Janelle as the witch wears a cape and has a scroll.



Janelle as the TTC wears a blue hat with a ttc symbol on it. Please note that she no longer wears the plaid shirt shown in this photo.



Janelle as personified Capitalism wears an oversized zip up sweater and baseball hat.



Janelle as Service Ontario employee wears a grey cardigan and red glasses.



Janelle as Air Canada employee wears a blazer.



Janelle as teacher is in a cream, cable knit sweater.

Get in Touch

If you have any questions or concerns about this access guide or planning your visit to By Popular Demand at the 2026 Toronto Fringe Festival, please reach out.

Janelle McGuinness

Writer/Co-Producer/Performer

Email: janelle.mcguinness@gmail.com

If you want to tell the Fringe about your experience or have feedback that you would like to share, you can call, write, or send an email to the Fringe.

Our address is:

100 Broadview Avenue, Suite 300

Toronto, ON

M4M 3H3

Our email address is:

access@fringetoronto.com

Our phone number is:

416-966-1062

Thank you for coming to the 2026 Toronto Fringe Festival.