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As a presenter, I am always looking for shows that can appeal to multiple audiences, particularly trying to find a way to reach those patrons who identify as Gen X and Millennials. Mallory Lewis and Lamb Chop have proven to be just that sort of show.

Mallory Lewis and Lamb Chop are keeping the legacy of Shari Lewis alive and they provide a rare opportunity to reach audiences from many different age groups. Since Shari Lewis and Lamb Chop first went on the air in 1959, the core audience of most performing arts centers- patrons over the age of 70- will clearly have a nostalgic experience in Mallory's show. What makes the show so special, however, is the fact that Shari Lewis was also on the air again in the 1990s. That audience, now between the ages of 25 and 45 are exuberant Lamb Chop fans. Seniors can share their childhood with their grandchildren while Gen X and Millennials can relive some of their fondest childhood memories. This show is definitely a winner for audience engagement.

What also makes the show special is the fact that Mallory Lewis is a true professional and is a joy to work with. She has a passion for keeping her mother's legacy alive, and her engagement with audiences is delightful to watch. She is also a dream to work with backstage, and the technical requirements of the show are so simple that it almost seems too good to be true.

Add all of these things together and you will see that booking Mallory Lewis and Lamb Chop is an absolute win for everyone concerned.

All the best,
Tommy Hensel

Managing Director, Fine and Performing Arts Center
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