

GROWING UP

# Gracefully

A laugh-out-loud  
survival guide for  
the modern woman



# A LAUGH-OUT-LOUD SURVIVAL GUIDE FOR THE MODERN WOMAN

FORMAT AVAILABLE

HD 6 x 30'  
Giant Dwarf Productions

Doubled timeslot share of 25-34, 35-49 demos

Increased timeslot metro average by 25%

From sister comedy duo Hannah and Eliza Reilly and celebrated Australian producer Julian Morrow (*The Chaser*, *The Letdown*), comes a comedy series exploring what it means to be a woman in the 21<sup>st</sup> century, weighing in on broad and universal themes including courtship, sex, career and spirituality.

After discovering the 1950s teen advice book 'Growing Up Gracefully', Hannah and Eliza ask themselves, as two misguided twenty-somethings growing up in a generation raised by the internet, how do we learn to become fully functioning adults?

As they take on the six key milestones of adulthood, Hannah the reckless party girl, road tests the stuffy ladies etiquette of the past, and Eliza, the dorky home body, is forced to follow the new-fangled women's advice of today. Together they follow more advice for ladies than you can daintily poke a stick at, all to learn what it means to be a woman and how to grow up gracefully – whatever the f\*ck that means!

A social media sensation, skits from the series reached over 10 million people on Facebook alone, with #GrowingUpGracefully trending nationally on Twitter – reaching over 3.5 million people during the show's premiere season on ABC TV.

'RIDICULOUSLY HILARIOUS'  
– HUFFINGTON POST

'SHARP, FUNNY AND TIMELY'  
– THE SYDNEY MORNING HERALD



Australia, New Zealand  
& Rest of World Sales  
Sydney Head Office  
700 Harris Street  
Ultimo NSW 2007, Australia  
TEL +61 2 8333 3970  
abc.contentsales@abc.net.au  
abccommercial.com/content-sales

UK & European Sales  
London Office  
TEL +44 20 7808 1361  
abc.contentsales@abc.net.au  
abccommercial.com/content-sales