

# EVITA PEROXIDE

## OFFICIAL PRESS & MEDIA KIT

"Madame E." — Classic Glamour, Modern Purpose, Community Impact

### DMV AREA

DC, MD & NORTHERN VA

### OLD-SCHOOL

DRAG HISTORIAN &  
STORYTELLER

### COMMUNITY

ADVOCATE & EDUCATOR

## 1. EXECUTIVE SUMMARY & BRAND ESSENCE

**Evita Peroxide** (affectionately known as "*Madame E.*") is an award-winning drag entertainer, theater educator, community advocate, fundraiser, and self-proclaimed old-school drag historian based in Northern Virginia. Operating at the intersection of high-energy stage craft, vintage Hollywood aesthetics, and meaningful civic advocacy, Evita has cemented her status as one of the National Capital Region's most beloved and versatile drag icons.

With a professional background rooted deeply in theater and education, Evita blends classic storytelling, comedic wit, and dazzling visual presentation with a purpose-driven mission. Whether hosting large-scale charity galas, leading inclusive youth literacy programs at public libraries, or headlining premiere venues across D.C., Maryland, and Virginia, Evita transforms traditional drag into a vehicle for education, empathy, and positive social change.

*"Drag is far more than an art form—it is a vehicle for love, laughter, and lasting impact. Where vintage charm meets modern purpose, that is where true community connection begins."*

— Evita Peroxide ("*Madame E.*")

## 2. QUICK FACTS & MEDIA AT-A-GLANCE

| Attribute       | Details                                                                            |
|-----------------|------------------------------------------------------------------------------------|
| Artist Name     | Evita Peroxide (AKA " <i>Madame E.</i> ")                                          |
| Pronouns        | She / They                                                                         |
| Base Location   | Northern Virginia (Servicing D.C., MD, VA & East Coast)                            |
| Core Discipline | Live Drag Performance, Emcee & Event Hosting, Theater Education, Literacy Advocacy |
| Visual Style    | Classic Vintage Glamour, Hair-to-the-Heavens Camp, Sequin Chic, Theatrical Drama   |
| Specializations |                                                                                    |

Drag Story Hours, Charity Galas & Auctions, LGBTQ+ Advocacy, Civic Events, Musical Theater

**Official Website**

[www.evitaeroxide.org](http://www.evitaeroxide.org)

**Social Handles**

TikTok / Instagram: @evitaeroxide

### 3. KEY BIOGRAPHIES (MODULAR OPTIONS)

#### SHORT BIO (100 WORDS — EVENT PROGRAMS & INTRODUCTIONS)

Evita Peroxide ("Madame E.") is an award-winning drag entertainer, community advocate, and theater educator based in Northern Virginia. Known for blending classic vintage glamour with heartfelt storytelling, Evita performs across the East Coast while raising thousands of dollars for charitable causes. Grounded in a professional theater and educational background, she connects seamlessly with diverse audiences—from hosting vibrant youth literacy story hours to headlining high-energy galas and civic events. Evita is dedicated to creating inclusive spaces that celebrate authenticity, connection, and the transformative power of the performing arts.

#### COMPREHENSIVE BIO (PRESS & EDITORIAL USE)

Evita Peroxide is an artist who bridges the timeless elegance of classic drag craftsmanship with contemporary social purpose. Based in Northern Virginia and a staple across the Washington, D.C., Maryland, and Virginia (DMV) metro area, Evita brings a captivating blend of theatrical flair, razor-sharp wit, and warmth to every stage she commands.

With formal training in theater and educational pedagogy, Evita approaches drag not merely as female impersonation, but as a rich narrative art form. Her live performances incorporate dynamic storytelling, vocal lip-sync mastery, dance, and vintage aesthetic curation. As a self-proclaimed old-school drag historian, she honors the trailblazers of drag culture while adapting the art form to address modern community needs.

Beyond the nightlife spotlight, Evita is a champion for education and literacy. Partnering with schools, libraries, and civic centers, she uses drag as an educational tool to promote reading, empathy, and creative self-expression among children and adults alike. Through her annual holiday toy drives, benefit bingo nights, and partnership with local leaders, Evita has helped raise thousands of dollars for non-profit organizations, establishing herself as both an extraordinary showwoman and a vital community pillar.

## 4. PILLARS OF PRACTICE & SERVICES

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### **Live Performance & Production**

High-impact live performances featuring classic lip-sync, musical theater production numbers, comedic banter, and custom-themed revues tailored for venues, corporate events, and pride festivals.

### **Hosting & Emcee Services**

Polished, adaptable hosting for charity galas, auctions, bingo nights, corporate celebrations, and civic ceremonies, delivering flawless timing and crowd engagement.

### **Educational Drag & Storytelling**

Engaging Drag Story Hours and educational workshops hosted at public libraries, schools, and cultural institutions aimed at cultivating literacy, empathy, and celebration of diversity.

### **Community Advocacy & Fundraising**

Proven organizer and champion for charitable initiatives, having spearheaded major fundraisers, seasonal toy drives (such as *Jingle 4 Joy*), and non-profit benefit events.

## 5. NOTABLE PERFORMANCE & COMMUNITY HIGHLIGHTS

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- **Jingle 4 Joy Holiday Toy Drive:** Annual community initiative organized by Evita to collect toys, gifts, and essential support for local families and non-profits during the holiday season.
- **Civic & Municipal Collaborations:** Featured performer and host at civic celebrations, including special appearances with local leaders such as Falls Church Mayor Letty Hardi and regional non-profit galas like Creative Cauldron.
- **Pride Night Out & Regional Tour:** Regular headline performer across DMV Pride events, major athletic Pride Nights, and East Coast regional venues.
- **ASGRA Royalty Team Representation:** Active contribution and involvement in regional drag royalty team traditions and community philanthropy.

## 6. MEDIA QUOTES & TESTIMONIALS

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*"Evita Peroxide represents the absolute best of modern drag—combining impeccable classic theatrical style with a genuine heart for community service. She turns every event into an unforgettable celebration."*

— **Regional Arts & Culture Reviewer**

*"Madame E. brings an electric energy, warmth, and professionalism that captivates audiences of all ages. Her commitment to literacy and youth inclusion is inspiring."*

## 7. MEDIA ASSETS, TECHNICAL & BOOKING INFORMATION



### Press Assets Available

- High-resolution promotional headshots (300 DPI)
- Stage performance photography
- Official brand logos & typography guides
- Video showreels & performance clips



### Technical Rider Requirements

- Wireless handheld microphone (preferred)
- Standard PA system with bluetooth/aux input
- Private, secure dressing/changing space
- Adequate lighting / stage spotlighting



### Booking & Press Contact

**Unity Arts Group, INC. DBA- Evita Peroxide**

**Official Website:** [www.evitaperoxide.org](http://www.evitaperoxide.org)

**Email Contact:** [hello@evitaperoxide.org](mailto:hello@evitaperoxide.org)

**Primary Region:** Washington D.C., Maryland, Northern Virginia (DMV / East Coast)

**Inquiries:** Available for press interviews, performance bookings, story hours, and philanthropic partnerships via direct email or the official website contact portal.