



FOR IMMEDIATE RELEASE

PHOTO OP: Femme/them Fringe comics stage “Count Us In” visibility stunt on Princes Street

Bitches in Stitches gathers underrepresented comics for a joyful photocall and community meetup at Edinburgh Fringe

EDINBURGH, 10 August 2026 — Global femme/them comedy collective [Bitches in Stitches](#) is making femme, queer, trans, non-binary and othered comics impossible to miss. On Monday 10 August, the collective will gather underrepresented performers on Princes Street for [COUNT US IN](#), a joyful street photocall spotlighting the acts audiences might otherwise never find at this year’s Edinburgh Fringe.

Comics will hold their own Fringe flyers alongside zine-style placards and QR boards reading “COUNT ME IN,” creating one loud, collective image of the acts who don’t always get the biggest poster, room or hype team.

The point is simple: there is no clear public count of how many femme, queer, trans and non-binary comics are performing in stand-up at the Fringe. Being present is not the same as being visible. So Bitches in Stitches is counting themselves in — and inviting every underrepresented comic at the festival to join them.

COUNT US IN is not a protest, a march, or a street performance. It is a short, high-impact photo opportunity followed by an informal meetup, giving femme/them comics a space to connect beyond awkward green room energy.

“The problem isn’t that femme, queer, trans and non-binary comics aren’t at Fringe. It’s that audiences may never find them,” said Bitches in Stitches’ founder, **Fran Ayala-Rock**. “If no one is publicly counting us, we’ll count ourselves in — joyfully, loudly and with sick flyers.”

Comics wishing to take part should DM [@bitchesinstitchesldn](#) with their name, pronouns, show name, venue/time and Instagram handle.

The photocall forms part of the Edinburgh Fringe campaign for [Bitches in Stitches: The New Grrrl Order](#), the collective’s Fringe debut. What began in 2021 as a one-off six-woman comedy night in Hong Kong has grown into a global network of 90+ performers across chapters in Hong Kong, Manila, Manchester and London.



Photocall Details

What: COUNT US IN — femme/them Fringe comics visibility photocall

When: Monday 10 August, 3pm sharp (arrive 2:45pm)

Where: Princes Street x Hanover Street, EH2 2EL

Backup location: Rose Street x Hanover Street, EH2 2PJ

Visuals: Group shots, performer flyers, zine-style placards, QR boards, short vox pops

Photo and Interview Opportunities

- Fran Ayala-Rock, founder of Bitches in Stitches
 - Cast members from *Bitches in Stitches: The New Grrrl Order*
 - Femme, queer, trans, non-binary and othered comics performing across the Fringe
 - Comments on visibility, discoverability, gender imbalance and community-building in live comedy
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Edinburgh Fringe Details

Show: Bitches in Stitches: The New Grrrl Order

Festival: Edinburgh Festival Fringe 2026

Dates: 10–27 August 2026, Monday–Thursday

Time: 8:15pm

Venue: Boston Bar, New Town, 104 Hanover Street, Edinburgh EH2 1DR

Tickets: Pay What You Can

Media Assets / Interviews

Interviews are available with founder Fran Ayala-Rock and performers from across the collective's international chapters, including:

- **Alix Brown** — Philippines & US
- **Arie David** — UK
- **Casey Brander** — Taiwan & US
- **Kate Hu** — Hong Kong
- **Rose Rage** — Hong Kong (available for interview after 11 August)



Press images, poster artwork, headshots and show assets are available on request.

About Bitches in Stitches

[Bitches in Stitches](#) is a global all-femme/them stand-up comedy collective founded in Hong Kong in 2021. With chapters in Hong Kong, Manila, Manchester and London, the group produces high-energy, comedy-first shows designed to feel welcoming by default — championing diverse voices on stage and building community through laughter.

The collective has been featured in *Vogue*, *Rolling Stone*, *Tatler* and more, and has grown from a six-comic Hong Kong show into an international community of 90+ performers.

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