



LUCINDA PRICE

Lucinda Price is a writer, presenter, recording artist and comedian who is one of Australia's most exciting entertainers.

Best-known by her online moniker @froomes, Lucinda is also the CEO of FROOMESWORLD, an international one-woman business specialising in scripting, producing, presenting and editing original content.

Lucinda has created original podcasts including *Waiting For A D8, No Chill* and Nova Podcast Network's *Where Are All The Baby Pigeons*. She has also written for MTV, Life Without Andy, Monster Children, Cool Accidents and Pedestrian, alongside her weekly newsletter.

As an interviewer, Lucinda is known for her cheeky wit and ability to connect and build rapport with people from all walks of life. She's interviewed Dua Lipa, Charli XCX, Flume, Mark Ronson and Samuel L Jackson. She's as comfortable on a red carpet in a pair of Louboutins as she is in a two-dollar shop mullet at SEXPO.

Lucinda has spoken on panels at The Wheeler Centre, Emerging Writers' Festival, Digital Writers' Festival and has performed live as part of Giant Dwarf's *Nailed It* and *Poems for Paws*. She's featured on ABC's *A Rational Fear* and is a regular guest on *The Friday Shake Up* on Triple J. Lucinda's TV credits include ABC's *At Home Alone Together*, in a sketch she wrote and edited, and as a host on MTV Australia.

Previously 'The Face' of PEDESTRIAN.TV, she has an innate understanding of the intersection between youth media and advertising. She's worked with global brands like Nike, Swarovski, Contiki and Visa on everything from video content right through to live events.

With a passion for taking the piss across multi-platform media, Lucinda is one of the country's most promising young creatives.

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