

THE WISH FULS

MAY CONTAIN
EST. **PLUCKYPEA** 2004
TRACES OF NUTS

Boylan

KEEP YOUR BRITCHES TO THE WISHES AND YOUR FEET OFF THE FROSTING



Giddle



Inkler



Bix



Quiggy



Ewla Hex



Dr. Siracha



Uzzi Hex



AN
ANIMATED
COMEDY ADVENTURE
FOR KIDS AGES 6-9



Everyone gets a birthday wish...but where do the wishes go once the candles are blown out?? Was anyone listening? How can you be sure that your message was successfully transmitted? Who's in charge of this whole wish business, anyway? (And while we're on the subject, has anyone stopped to question whether blowing on the cake is even sanitary??)

THE WISHFULS is a sugar-sweet comedy adventure for kids 6-9 that will change the way you look at wishes **FOREVER**.

It's a *blow by blow* account of 4 quirky Wishing Cadets tackling the **BIRTHDAY WISHES** of the world one candle at a time.



Our show centers around four hopeful pixie-cadets, **THE WISHFULS**, attending the prestigious Cloverfield Academy for The Wishing Arts...

BIX, **QUIGGY**, **GIDDLE** and **INKLER** have all gone through several years of rigorous wish training; with classes like dream-catching, coin-flipping, clover-casting and creative wishbone interpretation.

Now, ready or not, they're about to tackle their first assignment... **BIRTHDAY DUTY**.



BIX-10- Quick-witted, quirky and, um, quizzical, Bix is the undisputed and well-loved leader of our cadets. A straight YAY student at Cloverfield, BIX is resourceful, determined and willing to look at a problem from every angle. She often bites off more than she can chew, but has a hard time giving up on something no matter how hopeless the situation may seem. While she tackles neatly every challenge with humor and aplomb, BIX occasionally suffers from insomnia, which results in her thinking a bit less...clearly.



INKLER-11-Sweet-natured & easygoing, **INKLER** is a rabid sports fan who's a bit too gullible for his own good. The neighborhood hearthrob, he remains oblivious to the swooning pixies he leaves in his wake and only has eyes for the latest Toe Wrestling Match. **INKLER** tends to see the good in everyone and, as a result, can, at times, put himself and the cadets in unnecessarily dangerous situations.





10th Birthday
Germany

Daniel's 7th BIRTHDAY
Portland, Oregon

Maria's 9th birthday
Barcelona, Spain



**QUIGGY
THE OVER-
THINKER**

QUIGGY-9-The cautious moral compass of the group, QUIGGY likes everything on the up and up and is riddled with guilt if any wish-filling requires questionable methods. Highly observant (AND highly allergic to streamers, perfume and the color red, among other things), he is often mid-sneeze-which sometimes keeps him from warning THE WISHFULS about something they may have not noticed. Due to his analytical nature, tends to lag behind the others while he thinks things through (which explains why, sometimes, there's a candle on your cake that just won't blow out!). QUIGGY is an outspoken Neti pot enthusiast and his hobbies include math, first aid and photographing piñatas in the wild.

GIDDLE-9 and 3/4- An accident-prone, semi-pro rainbow glider who always seems to be sporting a new injury and has become quite adept at playing in her spark-n-glean band, 11² with her arm in a cast. GIDDLE is highly artistic, extra disorganized and double creative. Generous and open minded, she's the first to volunteer for every wishmission; whether she has the skills that are needed or not. But she's easily distracted and, as a result, has a tendency to leave a tangle of chaos in her wake.



**GIDDLE
THE FREE
SPIRIT**



THE WISHFULS live in
PENNYMOORE, a wishing fountain
tucked in the back of an
undisclosed
public park
somewhere
in the world...

GREETINGS FROM.....

PENNYMOORE

Wish you were here.



★ *The Cloverfield Academy* ★

Our show
follows the
adventures of
THE WISHFULS
as they attempt
to master The
Wishing Arts at
**THE CLOVERFIELD
ACADEMY**
and take on their first
tour of duty...helping
the birthday wishes of
the world come true.

Pennymoore is comprised of several fountain floors, each representing its own distinct transmedia world to explore through books, games, movies, websites, etc.

From the tony residences of THE HAMLET OF HALF-PENNYGATE to The bustling CHARMORY MARKET and the sooty streets of TRAMPLETON, the mythology behind THE WISHFULS is complex and delicious.



At the epicenter of PENNYMOORE, you'll find **WISHING WELL INCORPORATED**; a clearinghouse for all of the world's wishes and home to both rank and file wishfillers and all of the top-most Wishmakers (THE TOOTH FAIRY HAS A CORNER OFFICE). Hopes of every variety flood into the office, cluttering it with stars and clovers and wishbones and eyelashes. Overworked fairies, elves, sprites and wishfuls dash about, dodging shooting stars, lassoing 11:11's, getting tangled up in dreamcatchers and making "naughty and nice" lists.

At the center of it all, expertly holding it together is **DR. SIRACHA ELLENBOGGEN...**

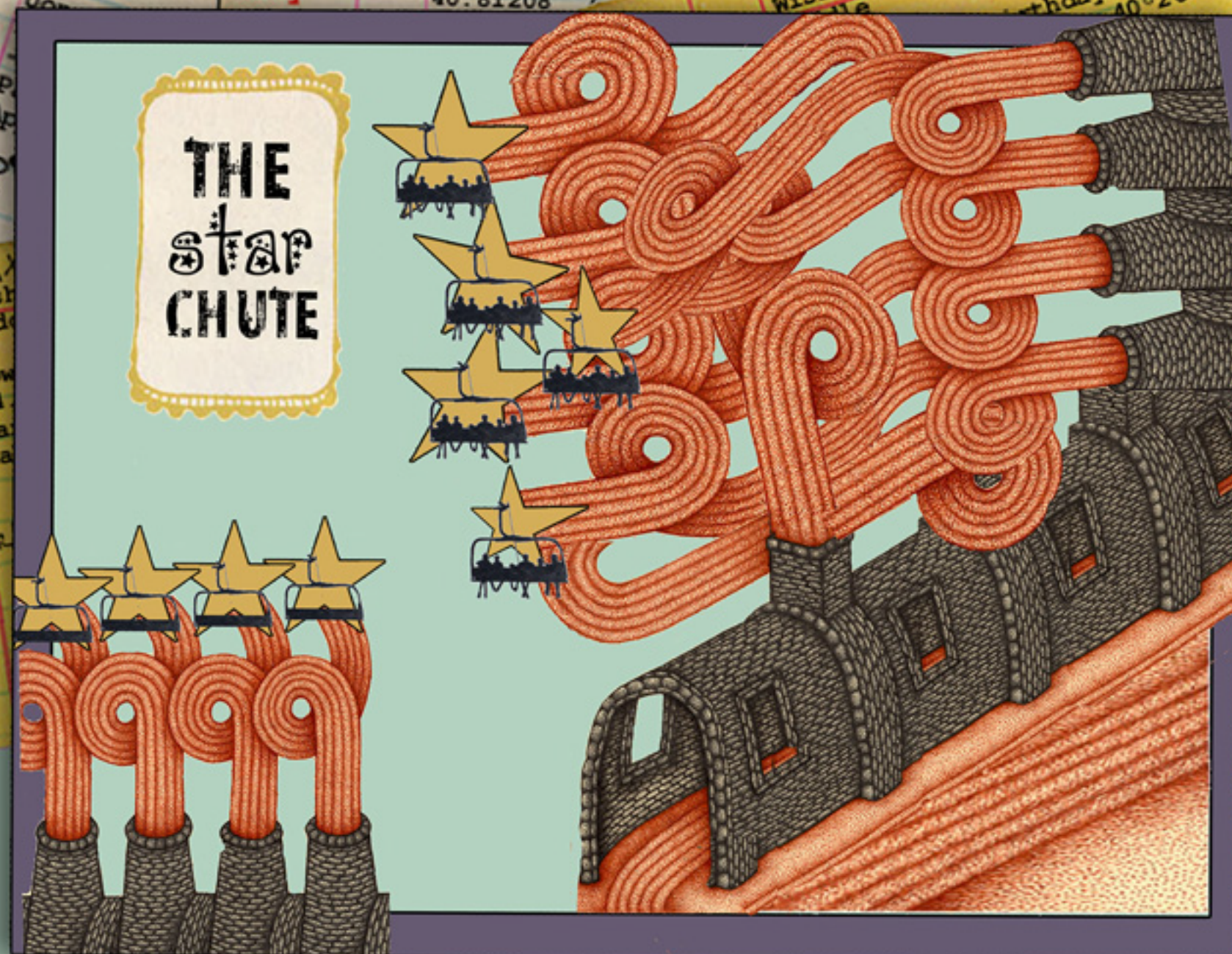


DR. SIRACHA ELLENBOGGEN, WHD.

With a doctorate in Hopes and Dreams and extensive field experience, the bangle-braceleted, patchouli scented DR. SIRACHA is the ideal guide for **THE WISHFULS** journey. Wise, mellow and no-nonsense, DR. SIRACHA is a touchstone for our cadets, but knows the importance of learning from doing. She often lets the cadets make their own mistakes, merely pointing them in the right direction and congratulating them on a "*wish well done*".

Once DR. SIRACHA gives THE WISHFULS the day's birthday assignment, our cadets catch a ride on THE STAR CHUTE and get dropped off with a thump in "junk drawer" somewhere in the world, just before a birthday party is about to begin.

(QUIGGY HATES THIS PART. HE'S PRONE TO MOTION SICKNESS, Y'KNOW.)

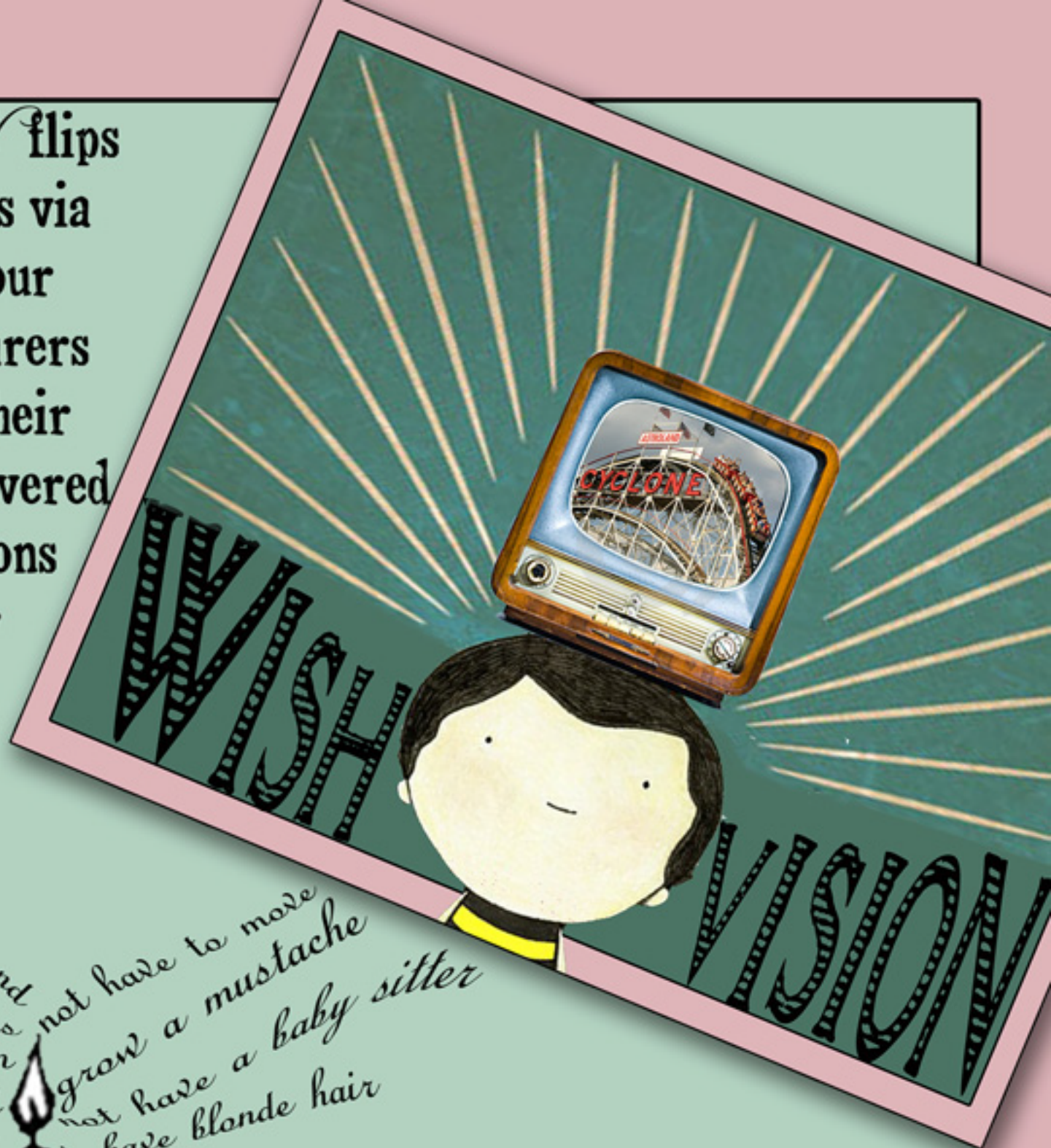


THE WISHFULS hitch a ride out of the junk drawer in the box of the birthday candles and when they hear the birthday song, that's their cue to clamber to the top of the cake. (SOME MORE DAINILY THAN OTHERS. I'M TALKING TO YOU, GIDDLE).

Just before the cadets climb onto the candles, they chant their creed
"KEEP YOUR BRITCHES TO THE WISHES AND YOUR FEET OFF THE FROSTING"

(EXCEPT FOR QUIGGY, WHO IS USUALLY MID-SNEEZE AT THIS POINT
AND CAN'T REALLY GET THE CHANT OUT).

As the birthday kid flips through his options via Wishvision, our four would-be wishbearers brace to receive their Wishmission; delivered in whispered ribbons when the Birthday kid blows out his candles.



*be in my brother's band
be famous
make the soccer team
erase my report card
be the best dancer
be taller
live at the arcade
not have to make
grow a mustache
not have a baby sitter
not have blonde hair
the bully to stop bullying
never have to go to school
be a fierce Kung-Fu master*



THE WISHFULS grab ahold of the windy wish as it blows by... propelling them into the world so that they can set about helping the wish come true.

Bix, Inkler, Giddle and Puiggy quickly learn that the business of wishing is no piece of cake. In addition to their on-the-job training, they must also contend with the darkly apathetic HEX TWINS, UZZI and EWLA, Squelchers from the nearby town of TRAMPLETON, who are on a Wishmission of their own – to thwart THE WISHFULS' efforts and insure that the birthday wish goes unfulfilled.



EWLA HEX–Sour and stormy, EWLA is interminably annoyed with THE WISHFULS' hopeful nature and go-getter-ness. She's the diabolical brains of the operation and is unendingly exasperated with her overly odd twin brother, UZZI– whom she expects to do all of the heavy lifting to execute her evil plots. She has a very big, very secret crush on INKLER and his accidental indifference often elicits a simmering determination for revenge. EWLA is something of a scientist and often conjures up elaborate schemes and Rube Goldberg-esque contraptions to foil THE WISHFULS' missions.

UZZI HEX–Rarely seen without his Morch the Roach costume on, UZZI is much more interested in his quest for bacon than foiling wishes. As EWLA'S personal henchman. UZZI can be downright dangerous to the success of both THE WISHFULS' and EWLA'S missions, because he can only be relied upon to let situations run amok..

Even if the birthday kid manages to avoid being tricked by THE HEX TWINS into opening their eyes or saying their wish out loud, they've still got to stay on their toes. No guarantee for a failed Wishmission like a kid who's not willing to put in the work to make it happen. See, THE WISHFULS can't just snap their cake-crumbed fingers and make the wish come true. (I MEAN, WHO DO YOU THINK THEY ARE, HARRY POTTER??) Instead, our cadets just make sure there are enough things going right to help the kids fulfill their OWN wish, sometimes, in ways no one could've predicted.

It won't be easy, with their on the job training, BIX'S insomnia, GIDDLE'S constant daydreaming, INKLER'S toe-wrestling obsession and QUIGGY'S crepe paper allergy...not to mention the HEX TWINS always conspiring against them. But in a world where cakes are launching pads, junk drawers are indispensable and every penny lands heads-up, THE WISHFULS are almost sure that...

WHERE THERE'S A WISH...



THERE'S A WAY.



THE WISHFULS

In addition to the myriad possibilities for books and movies and games and breakfast cereals...There are all sorts of high and low tech ways to bring THE WISHFULS to the party.

Here are a few examples...

WISHMISSION REPORTS

FROM THE FRONTLINE...
KIDS WRITE OR SEND IN
VIDEOS RECOUNTING HOW
THEIR WISH WAS GRANTED
OR HOW THEY HELPED
SOMEONE ELSE'S WISH
COME TRUE.

THE WISHFULS' BIRTHDAY CLUB

MEMBERSHIP INCLUDES
A CERTIFICATE OF 'WISHFULNESS'
A PERSONALIZED, ONLINE BIRTHDAY
COUNTDOWN
CUSTOMIZABLE BIRTHDAY
ALARMS AND E-CARDS
A PERSONAL SHOUT-OUT ON
THE WEBSITE DURING THEIR
BIRTHDAY WEEK!

THE WISHFULS PARTY SUPPLIES

BIRTHDAY CANDLES,
DECORATIONS
AND CAKE MIX!

A VIRTUAL CAKE AND CANDLES

TO BLOW OUT, WISH UPON
AND ZOOM IN TO WITNESS
THE WISHFULS
IN THEIR
NATURAL HABITAT!

VIRTUAL PARTY GAMES

E-PINATAS
PIN THE TAIL ON THE
DONKEY
COIN TOSS AND
WISHBONE SNAPS!

A SECRET WISHWRITER

AN ONLINE FORM WHERE YOU
CAN INVISIBLY WRITE AND
SUBMIT YOUR WISHES DIRECTLY TO
WISHING WELL, INC.
AND AN ACTUAL
WISHLOG NOTEBOOK
A SPECIAL PAD THAT COMES WITH
AN INVISIBLE PEN FOR WRITING
SECRET WISHES.

PETER PAN FOUNDATION PARTNERSHIP

THIS ORGANIZATION
ENCOURAGES KIDS TO DONATE
THEIR BIRTHDAY GIFTS TO
A LOCAL CHILDREN'S
HOSPITAL

WISHLIST GIFT REGISTRY

WITH A NATIONAL
VOLUNTEER PARTNERSHIP
THAT EARNS KIDS "POINTS"
TO PUT
TOWARDS ON THINGS
IN THEIR REGISTRY

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