

Bloomers Island[®]



Bloomers[®] Island

Students Turning Over a New Leaf in the Age of Asparagus



Animation Look Book
created by Cynthia Wylie

WELCOME TO BLOOMERS ISLAND



Many harvest moons ago, in the Age of Asparagus, a magical island formed where natural things came to life. Plants, trees, and flowers learned to move in order to find what they needed: better soil, more water, and brighter sunlight. They learned to talk, laugh, and make friends. They also learned how to read and tell stories. These curious creatures became known as Bloomers.

THE TRUE STORY OF THE BLOOMERS STORY



Meet Bloomers Island's new crop of students as they cultivate themselves under the tutelage of headmaster, Professor Sage's sage advice ...



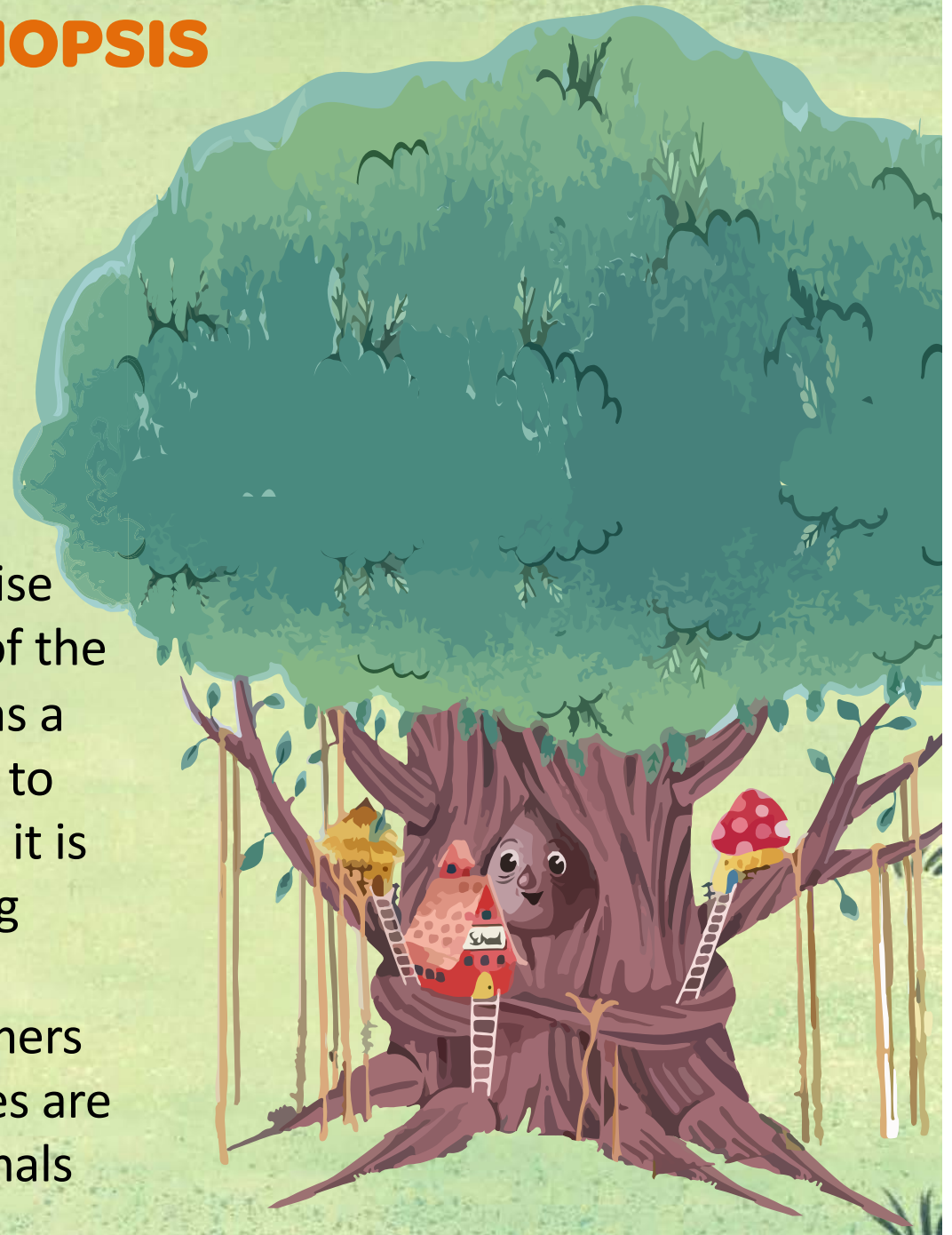
... all while fighting the local garden foe, the Snail Mailman. Oh sure, he looks nice, but looks can be deceiving. When you have 80 mouths to feed, (because snails can lay up to 80 eggs), you get a little desperate. And, sadly, desperate snails do desperate things.

SYNOPSIS

Every episode of BLOOMERS ISLAND starts with an (obvious) weather report from old Mr. Banyan, who holds the Tree House School in his arms.



Professor Sage, the wise and fun headmaster of the Tree House School, has a myriad of sage advice to give his Bloomers and it is not just about growing food and eating vegetables. (On Bloomers Island, their vegetables are analogous to our animals in this day and age.)



SYNOPSIS

Our antagonist, the Snail Mailman, always has some underhanded ploy up his shell to steal food from the Very Very Veggie Garden while his “day job” is being the slowest mail delivery system in the world. There are other antagonists too, like the plump, greedy, green Tomato Hornworm, the Beetles (who are also working on getting the band back together again) and the Humongous Fungus Among Us.



After the shock of being attacked by the Beetles on their first day of school, the Bloomers have to learn how to fight back against all the many Garden Foes that live in the garden, while simultaneously learning how to grow their own food. Professor Sage is always on hand to give them a book to figure things out for themselves.

Every episode ends with Mr. Banyan hugging his Tree House just a little bit tighter.

IT'S ALL ABOUT GROWING UP HEALTHY

“BLOOMERS ISLAND” is a complete early development companion featuring 11-minute stories, adventures, and songs for preschoolers and kindergartners. It teaches kids about gardening, healthy eating, and living a healthy lifestyle.

Accompanying the “BLOOMERS ISLAND” series is a rich assortment of gardening products that make growing your own food fun and easy ... Fun for Kids and Easy for Parents:

Seed starters, growing kits, mini seed packets, school gardening programs, activity books, and storybooks - every one reinforcing the basic curriculum of PLANT SCIENCE.

In between each 11-minute episode you'll find a live action, 3 minute interstitial that shows parents and kids how to grow food together ... Growing doesn't stop at childhood. “BLOOMERS ISLAND” has something to say to everyone because it's never too late to discover a healthy lifestyle.



STARS WITH POWERFUL PERSONALITIES

Each of the BLOOMERS STARS are empowered -- with strong identities, wild imaginations and boundless curiosity as they head off to the Tree House School.

The BLOOMERS are likeable, even lovable, but for different reasons. Each has a powerful personality with both good and bad traits. These are multi-dimensional characters. So, there are moments when each young BLOOMER can't get out of the way of his or her own personality flaws. They make mistakes.

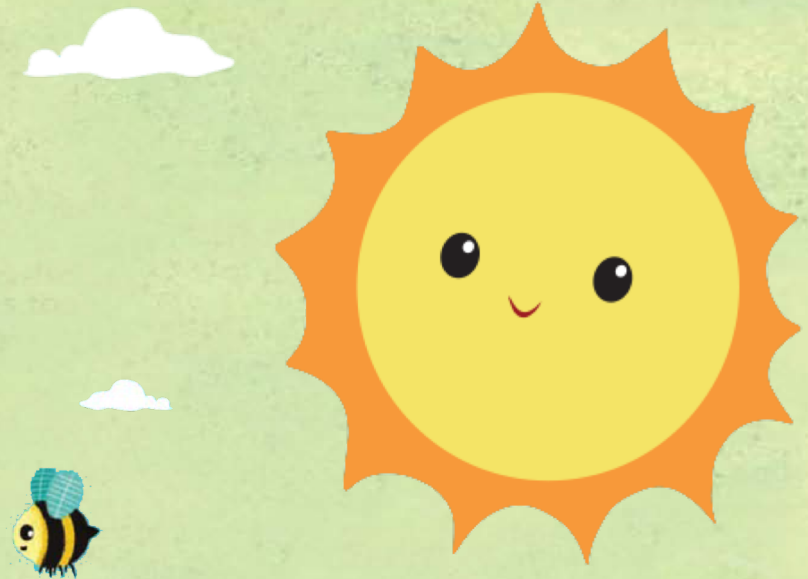
Nobody, or no flower is perfect.

But throughout their adventures, the BLOOMERS remain likable, because even their flaws are seen in a humorous and recognizable way that strikes a familiar chord with our audience.

Our BLOOMERS are "kids" - and kids will be kids.

Together they're hip, sassy, curious, precocious, fun-loving and at school to learn all about the world and...

...The Importance of Being Healthy!



INTRODUCING ... THE BLOOMERS!

They are plants, flowers, and trees but they're just like kids everywhere! These BLOOMERS are not lovely, polite, dainty and delicate darlings who are perfect in every way!

Fact is, the stars of BLOOMERS have got a lot to learn. Manners and behavior aside, this ragtag bunch of blossoms don't have a clue!

That's why they are in school - to get a clue - and their headmaster, Professor Sage, is just the person to teach them with his, "know + grow" moments.

LOCATION, LOCATION, LOCATION



Welcome to BLOOMERS ISLAND is a land of wonderment, alive with colorful flora and a lively babbling brook that trickles down from the emerald green foothills.

(What is that brook babbling about anyhow?)

Other parts of the island include the Hidden Forest (hardly anyone knows where that is because it's hidden), the Watery Wetlands, the Magical Meadow, the Enchanted Orchard, the Honeybunch Flower Garden, Herb's Garden, and the Very Very Veggie Garden. Of course there's the Unstoppable Tropical Forest where Queen Palm's Palace is fabulously found. Each of these locations is flourishing with life and color.

"BLOOMERS ISLAND" isn't just a flowery island playground though. Make no mistake, there are plenty of dangerous and even spooky parts: bogs and quicksand, the Hidden Forest Path and the Secret Underground. In each of these reside strange and curious herbal creatures who add a touch of mystery and adventure to the many stories.

"BLOOMERS ISLAND" is rich in Mythos and Possibility.



ROSEY POSEY

Rosey, who hails from the Honeybunch Flower Garden, is distracted by the thorny issue of being a rose. She has a bit of the narcissist in her ... she's very beautiful and she knows it. She's a little bit lazy though, and that leads to some problems for herself. Even walking to the nearby garden seems to be too far for Rosey so she wants to grow her vegetables in a pot on her windowsill.

Rosey's special talents:

Rosey loves to laugh and best of all she can laugh at herself. She is the perfect "straight plant" to all the jokes. Rosey also loves to help the other BLOOMERS look their best. She loves giving others makeovers with honey masks and petal-cures (even the boy BLOOMERS).



BUD INSKI (Bud)

Bud is an orphan and we don't know where he was sprouted. He was left at Mr. Banyan's roots as a seedling in a blanket. Because he's only a "bud," he's shorter than the others and that sort of irks him, but Professor Sage showed him how to make compost to put in his flowerbed. Compost makes plants grow stronger and healthier. Bud tends to be a bit of a smart aleck and pretends to know all of the answers - a trait that gets him into all sorts of trouble with the others - but he's got enough humility and HEART to admit when he's wrong.

Bud's special talent:

Bud loves to read and figure stuff out. Growing up with Professor Sage, he's read almost every book in the library. If anyone needs a fact or statistic to support an argument, they can count on Bud to provide it. But knowledge is about more than reading ... it's about DOING too. That's a lesson Bud is getting from working in the garden.



PETE MOSS

Pete Moss is from the Watery Wetlands. Did you know that there are about 20,000 species of moss? Pete has a lot of cousins! Pete has a bit of a hard time sitting still, paying attention to Professor Sage and doing well on his homework. It's not that he's not smart; it's just that he'd rather be outside doing worm races. His favorite vegetable is spinach because he knows that it can make him even stronger.

Pete's special talent:

Pete is a natural athlete. He thinks that there is hardly a physical challenge that he cannot conquer: jumping, climbing, lifting or carrying. However, this gift can sometimes get him into trouble as he often finds himself going too far up, or too far out on a limb. That's when he looks to his friends for a helping leaf.



LILLY A.K.A. Silly Lilly

Lilly is from the Honeybunch Flower Garden, where she was a "premature bulb" that was raised by two overprotective parents. Due to her strict upbringing, of course she is the most adventurous and fun-loving BLOOMER. She doesn't just follow along in an adventure ... she plans it and puts it into action. If there is an adventure to be had, she's at the lead. She's quirky, a Tomboy, adorable, FUN and funny.

Lilly's special talent:

A natural comic, Lilly is hysterically funny and seriously silly. Sometimes Lilly hurts the feelings of other BLOOMERS with her biting wit, but she is always quick to apologize and quick to dish out a complement if anyone needs it.



BIG REDWOOD (BIG RED)

Big Red is a Redwood Tree that sprouted from a pinecone in the Hidden Forest. Did you know that Redwood Trees can grow as tall as a skyscraper? Big Red is the school's gentle giant. He is big, tall and strong, but his heart is even bigger. He had ten brothers so he had lots of practice getting along with anyone and everyone. He's the first to pitch in to help and look out for the little plant, which is just about everyone compared to him.

Big Red's special talent:

Big Red is the peacemaker amongst the BLOOMERS. He is always cool, calm and collected. No matter how intense the situation, no matter how scary or foolish, Big Red can be counted on to be a calming force or to lift something heavy.



DAISY

Beep Beep Honk Honk Beep Honk Beep Honk! Daisy comes from the Magical Meadow. She is shy and doesn't speak at all. Instead she makes music and sounds. Her best friend Violet always seems to know what she's saying. Daisy's petals pop open when she gets excited, which happens with some regularity. As an "only sprout," she is endlessly fascinated by the antics of her new friends, the BLOOMERS.

Daisy's special talent:

Daisy's a musician that has mastered all kinds of instruments, but her favorite is the fiddle headed fern. She writes all the songs used on "BLOOMERS ISLAND," and provides the soundtrack to the BLOOMERS' adventures.



VIOLET

Violet also comes from the Honeybunch Flower Garden. She is a dreamer! She loves dreaming so much, it's sometimes hard for her to even get out of bed! Violet loves painting pictures of how she sees the world ... the sky is pink and the Garden is orange and the clouds are beautiful creatures. Sometimes though, Violet is so in her head that she wanders away from the group, ignoring her friends, and neglecting her manners. But the BLOOMERS know that she doesn't do that on purpose, she just has a unique and brilliant mind.

Violet's special talent:

Painting masterpieces and seeing the uncommon in the commonplace. Violet thinks outside. No box required!



BASIL

Basil comes from Herb's Garden on the other side of the Island. He used to be picked on by the other herbs and lonely, but Basil learned the secret to making friends. Do you know the secret to making friends? To have a good friend, you must be a good friend. Now, Basil is a friend to almost everyone on "BLOOMERS ISLAND." He has good manners and always tries to remember to say, "please" and "thank you."

Basil's special talent:

Basil is now an uber-extravert who knows how to work a room better than anyone. He sees EVERYTHING that's going on. He's an empath and helps the BLOOMERS with their problems even when they don't think they have a problem.



PROFESSOR SAGE

Eccentric - yes! Professor Sage, also from Herb's Garden although no one seems to remember that, is a bit of a kook with his off-the-beaten-garden-path ways. "BLOOMERS! this is a know and grow moment," he always says.

He is outrageous, outlandish, kooky and oh-so enchanting and there you have Professor Sage. "Cultivate yourself, children!" he'll sing in his high voice. "Go play in the dirt!"

Our BLOOMERS look up to Professor Sage in awe. Maybe that's because he often acts more silly than the kids themselves. But that's okay, Professor Sage is the first to admit: "It's okay to have a little fun at school ... but it's better to have a LOT of fun!"

Professor Sage's special talent:

He knows how to make learning FUN! He teaches through games and the BLOOMERS learn without even realizing that they're learning.



DOGWOOD

Professor Sage has a puppy named DOGWOOD from the Hidden Forest Path. When you are ready for a puppy on "BLOOMERS ISLAND," you go to the Forest Path and pick a blossom off the Dogwood Tree.

Dogwood is a curious and feisty pup, always sniffing around and uncovering the most curious things. When he finds these marvelous treasures, Dogwood wags his leafy tail and barks – an endearing yip. Professor Sage always rewards Dogwood by patting him on his head, and then he gathers up the findings to show to his students.

Dogwood's special talent:

Digging up creatures in the garden that become unique opportunities to learn.



QUEEN PALM

Queen Palm comes from the Unstoppable Tropical Forest and is the benevolent ruler of the entire kingdom of “BLOOMERS ISLAND” with all its inhabitants that reside therein.

Queen Palm tries to act regal, but she comes across as nervous and anxious thanks to a father who could never offer up a complement. But, if the need arises, she can transform into a fierce advocate for her subjects. Deep down she is tough and resilient. You just have to look waaaaay deep down.

Queen Palm’s special talent:

Nobody loves to party more than Queen Palm. If you send her an invitation to anything, she’ll come and will be ready to toss aside her scepter and cut a rug.



MR. BANYAN

Mr. Banyan holds the Tree House School in his arms and has been on “BLOOMERS ISLAND” so long that even he doesn’t know how old he is or where he came from.

Within his sturdy arms, there is a place for the BLOOMERS to shine in the sun. Mr. Banyan is willing to do anything for his BLOOMERS - even move! Now that is a sacrifice of love because it is a very lengthy and difficult process for him to pick up all of his many roots and change locations.

Mr. Banyan’s special talent:

He is the solid foundation of love, support and acceptance for all the BLOOMERS.

THE TREE HOUSE SCHOOL



The TREE HOUSE SCHOOL is part school, part summer camp, part adventure land.

Young BLOOMERS come from all around "BLOOMERS ISLAND" to learn and live with nature's wonders under the keen and often eccentric tutelage of the school's Headmaster, Professor Sage.

The Girl BLOOMERS live in a not-so-neat thatch roof cottage just a short ladder climb from class. There are two sleeping quarters, complete with flowerbeds and large closets, one for Rosey and Lilly and one for Daisy and Violet. Each Girl Bloomer has decorated her bedroom with trinkets and artifacts from home, making a colorful array of diverse cultures and heritage. Across the branches is the boy's dorm.

The Boys' Dorm is all-boy and all fun. It looks like a giant mushroom and inside it's a hodgepodge of hammocks, swings, climbing toys and sports. The boys aren't slobs - at least not to them. It's just "neat and tidy" isn't their thing. Making their beds and folding their clothes take too much time. And anyway, it's more fun to rummage through the piles of stuff strewn all about - it's like a treasure hunt. Let's face it the BLOOMERS could use some help keeping their rooms clean ...like most kids.

The Classroom is a scientific wonderland with beakers and tubes winding everywhere, insects crawling and flying overhead, worms and caterpillars inching along the desks, piles of compost in various stages of decomposition, and experiments in different junctures of completion. It's a place where no question is too stupid to ask and no experiment is too outrageous.

CURRICULUM BASED

Yes. It's true that Bloomers started in schools.

"BLOOMERS ISLAND" has been in schools in North and South America for six years. Here's what we learned:

- Over 90% of kids will eat a vegetable if they've grown it.
- Today's kids want to learn how to grow their own food.
- Everyone loves the Bloomers characters.
- Kids love to dig in the dirt and be outside.
- Our participants see themselves in the Bloomers.
- Kids love the mystery of doing science experiments.

With all the attention on childhood obesity and helping educate kids and parents about a healthier lifestyle, very little media is focused on what can be done.

"BLOOMERS ISLAND" goes there in the most whimsical and enchanting way - pro-social with a curious eye on the world that's "growing on" around us.

The simple principles and basic lessons in "BLOOMERS ISLAND" will be enjoyed and remembered for generations to come.



HEALTHY EATING



Having healthier kids has become enormously important to today's parents. This is the first generation in our nation's history that has a lower life expectancy than the previous one.

Encouraging kids to get outside, get more active and eat healthier are important parts of the equation, and gardening satisfies all.

As a part of the stories, the audience will see Professor Sage cooking healthy dishes featuring the vegetables that the BLOOMERS grow. Kids will learn that GREEN is not a dirty word and vegetables taste good. They will be inspired to eat healthier.

In working with thousands of school children BLOOMERS has found that over 90% will eat a vegetable if they've grown it. With our unique patented gardening products, school curriculum, and the opportunity to reach children through a "BLOOMERS ISLAND" animated show, it will be that much easier for parents to get their kids excited about living healthier lives.

What happens to our children now will affect the future of our planet!

GARDENING ROCKS!

Growing our own food is a miracle of nature.

Learning to eat healthy starts with knowing where our food comes from and how it got there.

Gardening teaches us respect, patience, delayed gratification skills, responsibility, teamwork and that every living thing is a part of the global community. And when you grow your own, the food tastes better, too!



CROSS-GENDER APPEAL

Boys and girls both love to dig and play in dirt. They both love to grow flowers, trees and vegetables. Males and females are different, but equal...

With this in mind, BLOOMERS captures the essence of honesty and truth, appealing to boys and girls with equal importance.



THE SUPPORTING CAST



THE GOLDEN SUN and THE THREE BUSY BEES (A, BEE & CEE)

Three drone bees are too busy to stop and smell the roses - so to speak. They work all day for the Queen and speak of their life as sheer drudgery. That is A, Bee and Cee. But their role is important on "BLOOMERS ISLAND" because they are pollinators. Do you know what that means? Well, if you don't, you'll find out soon enough.

If any of these workaholics get the notion that there might be something other than gathering pollen and making sweet talk for the Queen, the other will pause, contemplate, ponder ... then say, "Nah."

Then it's back to work.

From the Golden Sun, to the Bees, to the Fireflies, Everything is Living on "BLOOMERS ISLAND."

'Keep off the Grass' takes on a whole new meaning! BLOOMERS all learn the things you need to grow a plant, but most importantly, they learn to respect nature in all its forms ... Even worms!

EPISODE CONCEPTS (3 of 120)

Episodes will be broken down into general areas of science and gardening. There can potentially be many shows under each category. (Many of these feature experiments using the Scientific Method.) All of them will be told through the trials and tribulations of the BLOOMERS.



The Bad Seed Pete Moss decides that he wants to grow spinach because it will make him stronger. He plants a spinach seed in a pot with rich soil. He sits there and stares at it for a while, but it doesn't move. In passing, Lilly tells him that it takes a few days for a seed to sprout. When Pete checks on it in a few days, it still hasn't sprouted. He becomes frustrated and starts yelling at the seed in the pot as it cowers on top of the soil. Finally, Professor Sage comes over to see what the ruckus is all about. Pete tells him that the seed is not being cooperative and it won't sprout! Professor Sage examines the soil in the pot, which appears to be very dry. He then asks Pete if he watered the seed? Pete sheepishly admits that he forgot to do that. He is reminded by Professor Sage that in order to grow a seed you need soil, sunshine, CO₂, water and most importantly; love! Pete Moss apologizes to his seed and gives it a generous sprinkling of clear, clean water. Then, after three days he starts to see a little sprout! He beams with pride. Soon he will have a beautiful spinach plant to harvest!





The Veggie Thief The Bloomers need the vegetable clippings to make their compost. They go to the Very Very Veggie Garden and give the lettuce heads a "hair cut". When they come back the next day to gather it up, it's gone! Someone stole their lettuce clippings. Who could it be? They decide to cut more lettuce and hide behind the garden shed that night to catch the thief. When a large misshapen shadow comes slithering along toward them, they are terrified. It looks like a monster in the moonlight. Big Red ventures out to confront the monster. He sees that it's the Snail Mailman! The bloomers don't know what to do so Pete runs back to the school and gets Professor Sage. The Snail Mailman confesses to Professor Sage and the Bloomers that he stole the lettuce. He tries to explain, "I have 80 baby snails to take care of. That's a lot of mouths to feed!" The Bloomers didn't know that a snail can lay up to 80 eggs! Professor Sage tells him that he still shouldn't have taken what didn't belong to him. "If you would have asked us, we would have happily given it to you," Professor Sage tells him. The Snail Mailman promises that from now on he will ask before taking!





Rain Rain Go Away Lilly is making special tissue paper crowns for the Earth Day parade in the Magical Meadow. When it starts raining the morning of the parade she is devastated. It will ruin her crowns! Rosey is afraid that her petals will get wet and they won't look good. Finally, Professor Sage tells them that water is good for plants and if they don't get enough water they will wilt. (He bends over sideways to show them what wilting looks like.) He says, that eventually without water, their leaves and petals will turn brown and brittle and fall off. Yikes!! Rosey is appalled. All the Bloomers go outside and have so much fun playing in the rain and jumping in the puddles. Rosey makes Lilly a facial mask by putting mud on her face. Even Dogwood joins in the fun. They come back into the Treehouse School feeling energized and looking renewed. Dogwood shakes and water goes flying everywhere. The Bloomers put their tissue paper crowns on while they eat their snacks inside and celebrate the planet earth and all it gives them.

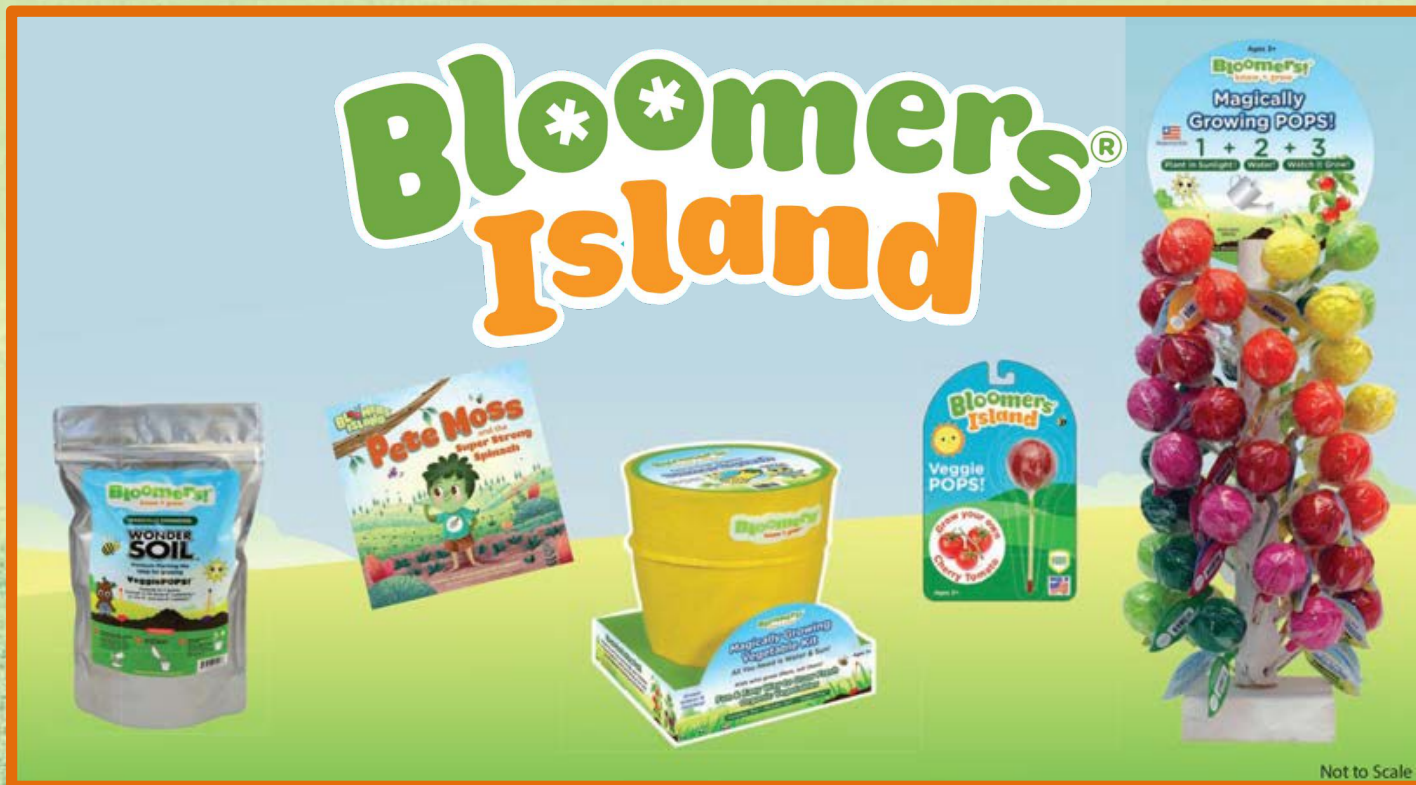
PRODUCTS

 Since 2011 the Bloomers brand has worked with thousands of young school children with a hands-on gardening curriculum. What we have learned is that nine in ten kids who grow their own vegetables eat their vegetables.

 Bloomers knows how to make gardening and healthy living fun for kids with playful garden characters, the online game, storybooks, and real-life gardening toys. Bloomers is an original transmedia property into the magical world of nature and gardening.

 The first licensee signed in 2014 and Bloomers launched its garden toys category to great, growing success. Bloomer's patented VeggiePOPS! And LolliPOTS! achieved rave reviews and widespread retail distribution with North American retailers including Toys'R Us, Nordstrom, Costco, and Target.

 The Bloomers brand is on a mission to help children live healthier lives. Currently more than one in ten of American preschoolers are obese. By making healthy living FUN for kids and EASY for parents, the Bloomers brand is making an impact through reaching children worldwide in unique and entertaining ways.



BLOOMERS ISLAND BOOK SERIES BY RODALE

This beautifully illustrated 5-book series launched through Rodale Kids an imprint of Random House Children's Books in 2018.



Age Range: 4 - 8 years Grade

Level: Preschool - 3

Hardcover: 32 pages

Publisher: Rodale Kids

Language: English



CONTACTS

Bloomers Island

Venice CA
310 698 2700
Cynthia Wylie, CEO + Ground Control
Dennis Kamoen, CMO

Books Wholesale

Penguin Random House
New York City NY
800 726 0600

Publicity and School Events

Associate Publicist
Elena Meuse
800 733 3000

Seed Products North America + Europe

Buzzy, Inc
Atlanta GA
866 232 5463

Patent Attorney

Smart Patent Law
David Kleiman
Woodland Hills CA
818 484 3256

Trademark

Garlington Lohn & Robinson PLLP
Robert Lukes
Missoula MT
406 523 2500

Entertainment and Contract

Greenberg Glusker Fields Claman & Machtinger LLP
Jesse Saivar
Los Angeles CA
310 553 3610