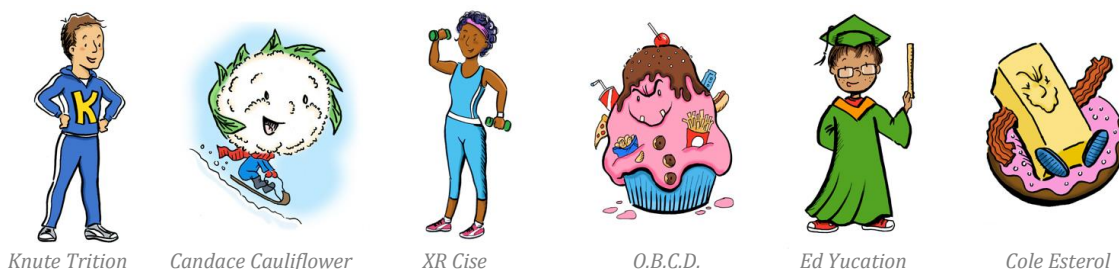




This Book Is

This book is a fun adventure for families to explore together, a toolbox of tips and tricks for parents and teachers, an exercise guide, a cookbook, a library of resources on getting the most out of your kitchen and local market, a collection of treats and surprises, and a call to action to make the best choices for your health at any age.



Consisting of fiction and non-fiction sections, the book (262 pages) creates a world that kids of all ages can explore alone or with their parents and teachers. The fiction is grounded in a short story that introduces readers to Knute Triton, Ed Yucation, and X.R. Cise, protagonists we have drawn as relatable, identifiable, and sympathetic heroes to readers of all ages.

Through the course of the story the heroes identify the broad shape of what's gone wrong with their world: their family and friends are generally in poor health, are unhappy, and unproductive, all symptomatic of worsening chronic diseases.

That story is developed in an included set of 26 shorter stories framed as comic book tales, each with original cover art, introducing readers to roughly 60 other "food-based" heroes (analogues of "real people" in Knute's world, but as food creatures.) These stories are exciting, intergenerational, inter-planetary, rooted in a love of play and the absurd, and have enormous potential for world-building.

We've got robots, aliens, fisticuffs, flight, a working Sherman tank made of pine cones at a summer camp, evil plots, and resourceful antics. Adventures involve time travel, song and dance, karate, a shark with a toothache, a villain who agrees to do good (just for a little while), a secret crush, unlikely cop partners, and a meeting with the president. We've got lots of very silly things.

— and all of it is grounded in uncontroversial nutrition and fitness precepts that, if followed, guarantee healthier, happier living that encourages play, self-esteem, leadership, teamwork, and dramatic, lasting results. Parents, teachers, coaches, and kids love us. We're weird, but we offer excitement through play and rich fantasy. (And for more grown-up reading, we also baked in a library of no-nonsense resources on health and nutrition, including recipes, exercises, essays, and meal-plan tips.)

Our book aims to end epidemic childhood obesity, personified here as O.B.C.D., whom our heroes encounter directly or through his henchmen: Salty Snake, Cole Esterol, Hy Pertension, Sugar Shark, and Dia Betes.

Sales

Our book has moved 140,000 units in its first three months and has near-unanimous five-star approval on Amazon. We expect to clear 250,000 units in the first six months.

Partner/Community Support

Strategic partners are evangelizing this property for their members and other stakeholders: The Natural Products Association; Children's Miracle Network Hospitals, All Natural Food Council of North America; Boys & Girls Clubs of Atlanta; YMCA in Atlanta; Southeastern Education Network; My Gym Children's Fitness Centers; and dozens of influential parenting blogs. Free, branded product will reach millions of prospects every week for the remainder of 2014.

Award Nominations

- We won The Mom's Choice Award, Gold Medal for Children's illustrated book.

Plan

We respect children as readers and adventurers, and our tone is always optimistic. Our heroes have seen the very real risk posed to their health and wellness, and that of their families, and have taken it upon themselves to plunge into wonder to fix it. That's our mission too, and we invite engagement through all channels — wherever it'll do the most good.

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