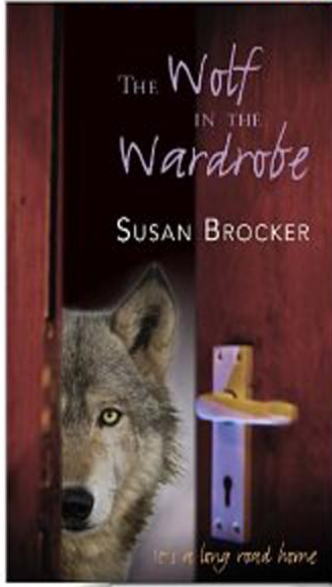


PROJECT DESCRIPTION



The Wolf in the Wardrobe is a highly popular children's fantasy novel written by New Zealand author, Susan Brocker, that has garnered high praise from readers (see attached reviews) and has a high readership base. Producer, Phillip Bowman (Enjoy Entertainment), and I would like to adapt the book into a feature film script (treatment attached) with the objective of having it produced as a live action feature film. The novel has been optioned from Ms Brocker (see attached agreement).

The Wolf in the Wardrobe is about a 13 year old boy who learns responsibility by nursing a female wolf, injured in a car accident, back to health in his wardrobe, all the while keeping her away from his mother's prying eyes, a meddling dog inspector, and the cruel circus clown owner who seeks the return of the jewels he had planted on the wolf.

The Wolf in the Wardrobe (Wolf) is a four-quadrant movie (that is, it will appeal to parents and their children) that combines drama with action and maintains a strong message for children - about doing something to stop animal mistreatment and wild animal conservation.

The 'wolf' and the 'wardrobe' standing in as metaphors for Finn locking away the pain of his parent's divorce (triggered by the death of a younger sibling) and having to deal with his nana's physical and mental decline, the core of *Wolf* is how children accept, and deal with, the realities of life on the path to healing and finding courage - in this case, finding the courage to take a stand to protect a wild animal and then to set it free.

It is styled after successful Disney live action and other children's films like:

- Free Willy;
- Wall-E;

PROJECT SUBMISSION – THE WOLF IN THE WARDROBE by JOSEPH KISCH

- E.T.;
- Napoleon and Samantha;
- Nim's Island

The expected production budget production is \$9 million.

TARGET AUDIENCE



As a four-quadrant movie, *The Wolf in the Wardrobe* should result in higher returns on investment since parents will go along with their children to watch the film.

Similarly styled live action (and animation) children's movies are:

- Free Willy: Budget \$15 million; \$154 million;
- Wall-E: Budget \$100 million; Gross earnings \$550 million;
- E.T.: Gross earnings \$1 billion;
- Napoleon and Samantha: Budget \$2 million; Gross earnings \$25 million;
- Nim's Island - gross earnings \$100 million.

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Returns on investments are expected from targeting to the following cross-section of movie-goers:

- American, European (including Britain) and Australian,
- male and female adult parents and their children aged between 6 to 14, and
- families in the low to middle income earning range.

The potential viewing audience for the target demographic in America, Europe and Australia is large (upwards of 100 million) and, together with a successful plan and strategy for distributing the finished film locally and overseas, gross earnings are potentially large.