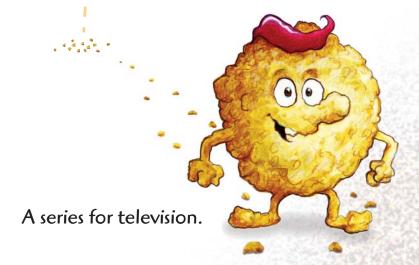


created by
Claudia Miller-Snyder
and
co-written by
Craig Bartlett









An Overview

Joe Crumb is an animated series for kids ages 6-11 that presents the comedy adventures of four castaways led by our hero, a very odd, very tiny English fellow, named Joe Crumb.

"You're Trash Now!" Welcome to "Discardia"

Crumbs fall every day, in every home, and in every corner of the world. They fall off of our food, onto our floor, and join a myriad of paperclips, bobbie pins, pen tops, rubber bands, and other small items that have been left behind. Kids know this. Kids see this. Kids relish this. But what most kids don't realize, is that the left behinds that aren't swept out, mopped up, or tossed into the garbage, run for their ever-loving-lives to a world right beneath our own. It's a jungle down there and they call it "Discardia."

"At First They Were Afraid...
They Were Petrified!"

"Discardia" is a community of survivors. These oddball renegades live under your refrigerator, between the cushions of your couch, behind your dryer and inside your toaster oven. It's a world fraught with dangerous terrain, giant enemies, and the daily threat of extinction. It's a world that sees our ordinary life from the perspective of a crumb. It's a world where one minute you're singing Karaoke under the refrigerator and the next, you're a Dustbuster away from extinction.





The Origin of Joe

IN THE MAIN TITLE, we see Joe's origin. He's a crumb, English and charming, but clumsy and naive. He falls off a freshly toasted

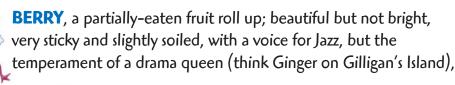
English Muffin, bounces on the counter, lands on the floor, and gets swept under "The Fridge," where he enters "Discardia"... a world unlike any he has ever seen before.



Under the refrigerator he meets the show's other main characters:



HERE-GIRL, a liver-flavored dog biscuit; loyal, lovable, with a brilliant mind but a limited larynx (think Lassie),





STRETCH, a worn out rubber band; an old, dry, cranky curmudgeon, who drawls like a movie cowboy, bends like a Gumby, and knows more about the Lore-of-the-House than anyone else in "Discardia" (think Jack Palance).

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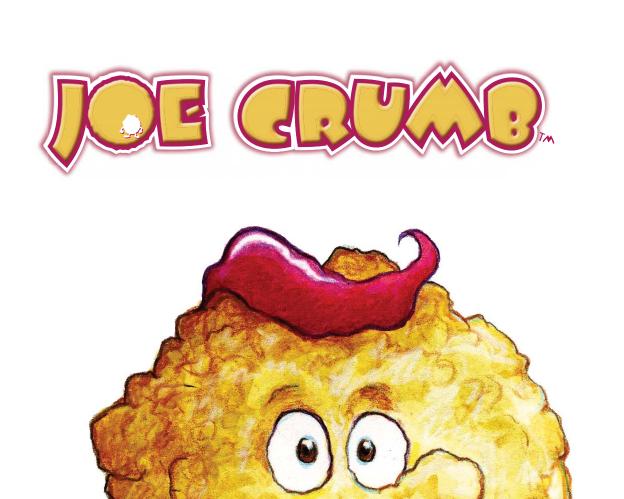
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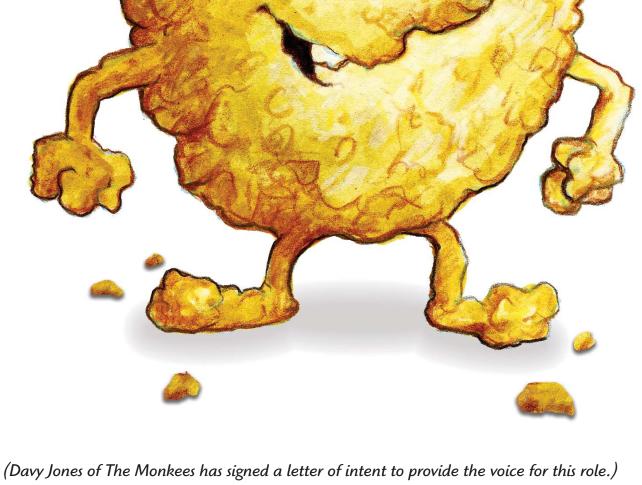
Joe immediately assumes the role of leader of this little band. He's English after all, from a long line of noble English crumbs, (his grandfather came over in a shipment of shortbread) so he just naturally believes he's got the best, most rational, and most civilized plan for their survival. Of course, in reality, he knows practically nothing.

In fact, if truth be told, Joe's big secret (something even he is not yet aware of), is that he's actually from a bakery in Parsippany, New Jersey, and no more "English" than the other castaways. But believing that he's "well bred" gives Joe tons of confidence. He sword fights with a toothpick, gallops on a dog biscuit, and can whip up a crowd of castaways with confounding rhetoric and unflagging optimism. The other castaways love him one minute, hate him the next, and can't quite figure him out most of the time.

Some episodes are perilous journeys across $12^{1/2}$ feet of linoleum, rappelling on used dental floss, and battling household enemies every inch of the way. Some episodes are just about the ups and downs of daily life - the petty problems of any "family" – coexisting in "Discardia" with kvetching crumbs and left behinds. And, it takes place every minute of every day "down under" your household.











An English muffin crumb with a tiny dab of grape jam on his head. Smaller than the others, the size of a pea, Joe is energetic, gentlemanly, and full of good cheer. He is decidedly British, and from another era, when Brittania ruled the waves. Consequently, he believes that he's the **Crumb-With-The-Plan**, and has a sincere desire to bring civilization to the wild savages of "Discardia." He is new to this world and learning everything at once, taking it all in with mind boggling and often annoying euphoria, "I'm so terribly fascinated by your American ways!"

SPECIAL SKILLS: Joe has the unique ability to break up into smaller crumbs and then reassemble. He often sheds a bit as he walks.

WEAKNESSES: He is extraordinarily clumsy, dangerously naïve, and hopelessly idealistic, and is often duped and taken advantage of. Forever harboring the "stiff upper lip," Joe does not know how to show his emotions. He is curiously attracted to Berry (think the Professor and Ginger on Gilligan's Island), but can't reconcile his feelings since he considers himself a highly nutritious English muffin, and she is just a "snack" – a mere "10% real fruit."



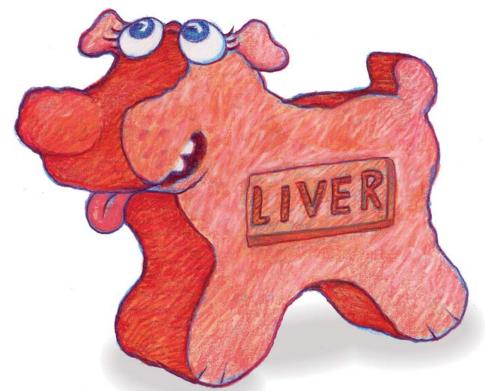
"BERRY"

A rainbow-colored fruit roll up, 10% real fruit. Attractive, exotic, sticky, and sweet-smelling, with a voice for Jazz, and a cushy job as the headliner at the Dustball Blues Cafe. She's irresistible and knows it, breathlessly whispering to everyone she meets, "Don't get too close to me. You'll stick. Everyone does... eventually." She believes firmly that her presence in "Discardia" is all a big mistake, and that the little girl is coming back for her any day. A true Diva, she is full of tragedy and drama.

SPECIAL SKILLS: As a fruit roll up, Berry can unroll and stretch across great distances. Things stick to her. Comes in handy. She has to unwrap, however, to do her stretch/stick "super thing," and is quite modest when a situation demands an unwrapping.

WEAKNESSES: Berry is self involved, unrealistic, overly theatrical, and not very bright. She's also extremely defensive about being 10% real fruit.





"Here-Cirl"

A liver-flavored dog biscuit. Extremely brilliant. The smartest inhabitant in all of "Discardia," Here-Girl is fleet of foot, full of enthusiasm and **adept at PowerPoint**. Her mind is a steel trap and a functioning Blackberry. She's also fiercely loyal and extremely protective of Joe, who came to her defense in the first episode.

SPECIAL SKILLS: Wildly intelligent. Advanced computer skills. Acute sense of smell. A keen tracker. She has an uncanny sixth sense.

WEAKNESSES: Like Lassie, Here-Girl has a limited larynx and can only bark. She is also uncharacteristically petrified of The Dog in the house. The fear can be paralyzing. She smells like liver. Dogs love liver.



"ITRETCH"

A sun baked, dry, dusty rubber band that drawls like an old movie cowboy. Full of life-learned common sense and ingenuity, he's been in the house longer and knows more about the Lore-of-The-House than any other inhabitant. He's also a cranky curmudgeon, with no patience for people... especially Joe Crumb, with his cheery disposition and "fancy pants" approach to problems. Mumbling often, "Idiot crumb's got the sense of a dust mite!"

SPECIAL SKILLS: As a rubber band, Stretch can stretch and shoot spitballs, tacks and small marbles. He can also super fast morph into other shapes.

WEAKNESSES: Stretch is foul tempered, cranky, narrow minded, and inflexible in his thinking and anxious to be left alone... except when it comes to Berry whom he is quite smitten. He likes Berry. She likes Joe. An odd triangle.



Secondary Characters

THE MONSTER FROM THE DARK

An upright vacuum cleaner. **Never met a crumb it didn't like the taste of.** It has one
gleaming eye, a searching, sucking tentacle
and a deafening roar that erupts from
"The Dark" every Friday at 10:00 a.m.,
spelling apocalypse for the citizens of
"Discardia." When we see the Monster
from the castaways' perspective,
he seems horribly alive. When we
show it from another angle, we see
it as just a regular vacuum with an
electrical cord.

AAACK

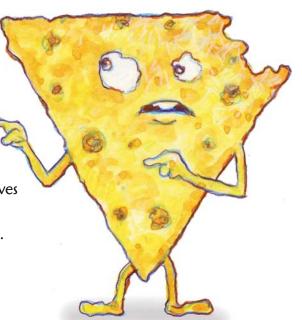
Repulsive, repugnant, sneaky, and not to be trusted. He is a short roach - shorter that the other roaches - with a Napoleonic complex, protruding paunch, and a nasty habit of licking everything and everyone that comes near. He would "love to have Joe Crumb for dinner... with fava beans and a nice Chianti..."



Secondary Characters

CHIP

A stale Casanova Dorito from the top of the refrigerator in "South Central Kitchen." Chip is tough and smooth talking, but petrified of roaches, and is **constantly dousing himself with bug repellent** to survive. Chip still believes himself an irresistible catch, and regards his bug spray smell as intoxicating cologne.



C, E

THE HUMANS

Huge and clumsy, wasteful and sloppy, They are rarely "fully seen" by a "Discardia" inhabitant. A huge foot comes thumping past, a pink-finger-nailed-hand or a ghastly, out-of-focus face might loom under the couch or the refrigerator. They are **the ultimate danger**. They are the ultimate terror, like "Man has come to the forest" in Bambi. They are to be avoided at all costs.



The WORLD

Physically Speaking

The House is their whole world — it's universe-sized, infinite. No crumb is even sure what could be at the end of the House. "A brick wall perhaps," the castaways, joke.

It's an all-day journey just past "The Pipes of Running Water" beyond the smothering "Stinking Quicksand" and out into the exposed, stark emptiness of "Hardwood Canyon." And, it's a very dangerous journey — the "Monster from the Dark" could come out at any time, roving over the flats and forests, with that long tentacle, searching, sucking, and devouring them all. The Dog, The Cat, The Mice, and The Roaches are always prowling, licking, vomiting and sniffing about. And The Humans stomp thru on a regular basis as unexplainable forces of nature, impossibly big, loud, and clumsy, spilling, wasting, and discarding things in their wake.

Philosophically Speaking

To be in "Discardia" is to have been left behind by The Human, to have been unwanted and forgotten. Some of the inhabitants are comically pathetic, complaining victims, reminiscing about their untapped potential. Others, like Berry, (the fruit roll up) are forever dreaming of making a comeback and "going home." Most castaways however, have embraced their existence in this land-of-few-rules, and are out for a good time, like a gypsy refugee camp, or Fagin's boys in "Oliver Twist." They're a mob mentality, easily swayed. One minute they're behind Joe Crumb, next minute they might want to string him up.

Practically Speaking

They meet, they plot, they argue, they celebrate day, after day, under the fridge at The Dustball Blues Café.

It's Stalag 13.

It's the Seinfeld diner.

It's home.







Sample Episodes and Treatment for Pilot Episode



1. JOE GETS IN A CUFF

ne night, as our heroes are sitting around, listening to Stretch tell his tales of the Lore-of-the-House, Stretch spins a particularly dramatic story about the distant land of "Washer-Dryer," a place of earthquakes and fire-breathing dragons. It seems too far-fetched to Joe, and he dismisses the story as "a quaint, American tall tale." The characterization angers Stretch. He makes a foreboding proclamation. "Yer day'll come, Joe Crumb."

he next day, distracted by Stretch's ominous words, Joe ventures too far out onto the "Linoleum Plains," and is terrorized by a broom. He jumps into a pants cuff, takes a crazy, disorienting trip through The House, and ends up in the laundry room! It does exist! "His day has come." He awaits his doom, but at the last minute, falls out of the pants cuff, scurries behind the dryer to hide, and accidentally barges into a meeting behind the dryer of Patterns Without Partners, a social group of lonely, single socks looking for mates. They mistake Joe for their expected speaker, a love connection guru, and Joe takes on the role with great enthusiasm (despite the fact that he knows absolutely nothing about relationships.)

e rearranges the entire community, pairing argyles with athletic socks, etc. The attractions are intense, but very brief. Soon chaos reigns. The socks mutiny against Joe and carry him to the "firebreathing dragon" threatening to throw him in. "His day has come!" Luckily, Here-Girl catches his scent, and the gang arrives in the nick of time to rescue Joe. Berry has also collected the long lost sock mates from throughout the house, and happily reunites the pairs. Joe must apologize to Stretch for not believing his stories.



2. BATTLE OF THE BANDS

new rubber band comes into town. He's more flexible, pliable, and lovable than Stretch. Even Berry has noticed. Stretch confronts the new "whippersnapper" telling him, "There's only room for one band in this here town." The cocky youngster challenges Stretch to a "stretch off." Against the advice of everyone, Stretch accepts the challenge.

oe, true to his upbeat, helpful nature, enlists the aid of a young, athletic sock living behind the dryer to help Stretch get into competition condition. The regimen is grueling and wholly unsuccessful.

inally the day of the competition arrives and all of "Discardia" shows up on the kitchen floor to watch. Stretch tries hard, but loses the competition. He slinks off in humiliation, but as he turns to take one last look at the town, he notices the lady-of-the-house getting the **Monster in the Dark** out of the closet. She has awakened early and noticed all of "Discardia" on her kitchen floor. The town is about to be wiped out in a single cleaning frenzy, and **only Stretch can save the day.** Without hesitation, he shoots himself thru the air, thru two rooms, and onto the floor directly in front of the vacuum, where he is sucked up by the vacuum, twists around the beater bar, and jams the appliance. As the lady unplugs the vacuum and leaves in search of her husband, Stretch frees himself from the appliance, and all of "Discardia" races off to their safe places. The lady of the house returns to find a working vacuum and a mysteriously clean floor. Stretch returns to "Discardia" as the hometown hero.



3. WANTED: HOUSEKEEPER

he Humans have always kept a relatively messy house, which is of course, fine by the castaways — the less cleaning, the better. But, the Humans have hired a housekeeper and the house-cleaning regimen goes from one weekly pass with the **Monster from** the Dark to a horrible, thorough, daily cleaning! Stretch declares war on the housekeeper. Joe offers a more conciliatory approach, "Chaps, we just need to keep a clean bunk and a sharp eye. If we make her job easier, I'm sure she'll react in a reasonable fashion." He takes on the role of sanitation supervisor to make sure "Discardia" is keeping things tidy. He drives the inhabitants crazy with his nit picking. But he also underestimates the housekeeper. When she almost discards his pet dustbunny, he snaps and looks for more dramatic results.

inally, Here-Girl suggests an ingenious battle plan arranging a temporary truce with the roaches if they will all join forces to frighten the housekeeper away. She explains the plan in an elaborate and brilliant **PowerPoint** display. The groups unite, and the battle plan goes into effect. When the house humans return, the housekeeper is standing in the kitchen, wild-eyed, with clothes and hair in disarray, the garden hose in one hand - spraying water at the hidden enemy, and the fire extinguisher in the other hand -empty, its foamy contents dripping from the walls. The house is in complete disarray. The house humans decide they like life better without her constant patrolling and terminate her on the spot. She huffs out and all of "Discardia" celebrates.



4. WHEN THE PIPE BROKE

oe Crumb finds a sewing needle under the sink, and with his typical bravado, but clumsy fashion, he gets carried away showing off his sword fighting skills to Berry and punctures the water hose under the sink. Joe panics and **covers the hole with a tiny bit of jelly from his head.** When that doesn't work, he uses a piece of chewed gum he finds.

n the night, the gum cannot hold up against the mounting pressure, and the pipe eventually explodes sending gallons of water into "Discardia" and threatening all of its inhabitants with extinction.

he flawed foursome attempt numerous things to quell the flood without success, and finally end up using an entire box of Cheerios as life preservers to rescue the inhabitants. It becomes obvious they have no choice but to awaken "The Man," who is sleeping in the Land of Midnight Lights (television room) for help in ending the flood. The four make the adventure filled, dangerous voyage across the flooded Linoleum Plains (kitchen floor), then hike thru the Grey Peaks (shag carpet) to the side of the sleeping man.

oe makes the perilous climb up the man's hairy leg **using dental floss to rappel**, and ultimately to the side of the man's ear where he attempts to awaken the man with a proper and polite introduction. In exasperation, Stretch snaps the sleeping man in the ankle. The man abruptly awakens and Joe stumbles forward, desperately **grabbing a few of the man's nose hairs to keep from falling.** The man, in pain, stumbles to his feet and quickly discovers the soggy carpet. He turns off the water, and the flood is abated. The waters recede, but in the morning, the family is surprised to find Cheerios littering the floor and the cereal box upturned and empty.



5. THE POWER OF THE PENCIL

mechanical pencil with a robotic, unfeeling personality, and a need for control, arrives in "Discardia" and takes over the "Dustball Blues Café" when its well loved but somewhat disheveled, forgetful proprietor **Refried Fred**, a pinto bean, forgets to pay his property taxes. The popular café is soon turned into a **snobby social club for elite discards**. Berry is relegated to singing elevator music to the unresponsive patrons, and subjected to the constant and annoying advances of the new owner. It is up to Joe and the other three to help Refried Fred clean up his act, find a loophole, and return the "Dustball Blues Café" to the people of "Discardia."



The Pilot Episode

In the main title, we see Joe Crumb starting out on top of what **appears to be a thrilling theme park ride** with other excited passengers. As we pull back, we see he is actually a crumb on top of an English muffin, with other crumbs lightly buttered, slightly toasted, and part of a complete breakfast. We watch as he (true to nature), **clumsily falls off the muffin**, bounces off the counter, and is swept under The Fridge and into the unknown world called "Discardia." He walks to the very edge of "town" and peers out into the huge, wide-open spaces of The Kitchen.

From this vantage point, Joe sees a dog biscuit as it is taken out of a box. (We briefly see it from the Human's POV - appearing as a regular looking dog biscuit.) The biscuit is tossed to the Dog as a human's voice says, "Here, girl!" The name sticks, but the dog biscuit does not, and bounces off the nose of the dog and under The Fridge, right next to Joe. (We now see the biscuit, Here-Girl, as a living cartoon character). The Dog tries to retrieve it, jaws snapping and saliva dripping. Here-Girl hides behind Joe, terrified, as Joe grabs a nearby toothpick in rapier fashion and takes a courageous stance. In the distance, The Human gets out another biscuit, tosses it once again, and The Dog runs off satisfied with his new prize.

Joe and his new pet/sidekick instantly bond. A trio of large brown mice soon menaces them. Joe takes another heroic stance, swiping the air with the toothpick. The mice are unimpressed. The lead mouse, a fat, dimwitted fellow, grabs the toothpick and uses it to pick his two protruding teeth as he advances on the duo. From the dark, a thumbtack comes whizzing thru the air and sticks in the backside of the largest mouse. The three mice retreat quickly. **The thumbtack and toothpick hop away.** We see the source... a lone, cowboy-hatted figure playing cards - it is Stretch, the rubber band. Joe asks how he and Here-Girl can repay this dark stranger, but Stretch just wants to be left alone. He doesn't want to "be no friend, 'r sidekick, 'r nothing."

But Joe "has so many questions! About everything!" And, he's "never met a real live American cowboy before!" Stretch's ego is satisfied for the moment and he is persuaded to tell Joe and Here-Girl the lore of "Discardia" and the larger universe of The House. By the time he's done, Stretch realizes that Joe is hopelessly innocent of the ways of the world. Should he "stick around and help these two pathetic cusses?... Should he "make an effort to keep them from harm's way?"... Should he "do what's right and decent and human?"... "Nah." Stretch disappears.

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The Pilot Episode

That evening in the "Dustball Blues Café" – a cabaret-like gathering of castaways under the Fridge – Joe and Here-Girl meet Berry when she steps into the spotlight like Jessica Rabbit and sings a tragic song. Sung in the style of "When Somebody Loved Me," the lyrics tell the story of an irresistible fruit roll up once loved by a wonderful Little Girl and accidentally left behind. Berry is mesmerizing. We notice Stretch at a table in the corner, entranced. Afterwards, Berry introduces herself to the two new inhabitants of "Discardia" and brags to them about her exotic heritage. Joe, unthinking, refers to her as "cleverly packaged American snack food." Berry is deeply offended. She is no ordinary snack food... she is after all, "10% real fruit." Joe feels dreadful and tries to make up for it by promising that he and Here-Girl will help Berry find and reunite with the Little Girl. Stretch butts in. If anyone is going to be Berry's hero, he wants first crack at it.

Joe suggests they join together as a team to help Berry. The thought is repugnant to Stretch. Joe's enthusiasm is repugnant to Stretch. Joe is repugnant to Stretch. But he joins the party anyway so he can be near Berry. Unfortunately, Berry seems mysteriously interested in the odd little crumb. There is immediate tension. Joe takes the lead, "I'm English... after all!" Stretch takes the lead... "I'm a Texan... after all." They bicker and ten minutes later have not moved an inch. Here-Girl begins to lead Berry on the adventure.

The quarreling quartet continue across the Shaggy Plains to the Land of Midnight Lights, in an epic, danger-fraught Act 2 journey from the kitchen to the TV area. There they spy the Little Girl watching television. Berry is overjoyed. She says her dramatic goodbyes, and then **throws herself on the floor** in a **theatrical pose**. The Little Girl spies the fruit roll up on the ground, picks it up, and immediately expresses an "**EWWWWW!**" in disgust. We see through the girl's POV that Berry is a slightly-chewed, slightly-dusty fruit roll up. The Little Girl immediately throws Berry in the trash can, as our heroes watch in horror. Stretch tells Joe of "Garbage Day," where castaways are bagged up, carried out and thrown into a large green monster that chews, belches, and devours its victims. Joe and Stretch are both secretly horrified that they might lose Berry forever!

They all agree that they must rescue Berry, which they do, in a great, danger-fraught Act 3 action sequence. They return with Berry to the "Dustball Blues Café" and the relative safety of "Discardia." Berry is heartbroken about her dreams of the Little Girl, but Joe and the others make her feel better by assuring her "there must have been a mistake" and agree to help her try again in the future.



Biographies

Claudia Miller-Snyder

Creator and Writer of Joe Crumb

Joe Crumb is Claudia's second project for Boggle-Goggle Enterprises, having developed the concept and written the script and music for the multi-award-winning production *Pinatta's View*. An actress, singer, writer, and voice over artist, Claudia has been a professional in the entertainment business for the last 20 years. As a member of Actor's Equity and Screen Actors Guild, she has appeared in numerous television shows and commercials as well as regional theatres and touring productions. Her favorite role has been a mother to a very active and inquisitive daughter, which continues to provide the inspiration for this project.

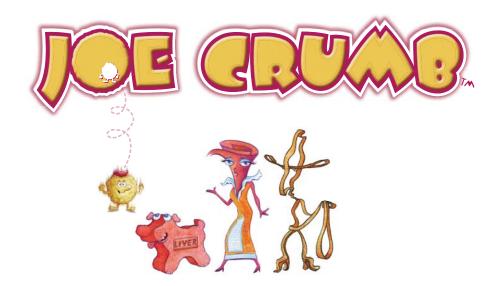


Craig Bartlett

Co-writer of Joe Crumb

A native of Seattle, Craig Bartlett began his career in Portland, Oregon, at Will Vinton Studios, where he learned the art of 3-D stop-motion animation working on feature films and commercials including the "Noid" and "California Raisin" spots. Craig relocated to Los Angeles in 1987 to work on CBS's "Pee Wee's Playhouse" as the Director/Animator of the show's "Penny" cartoon segment. A stint as Story Editor and Director for the first season of "Rugrats" introduced him to Nickelodeon, where he pitched the pilot of "Hey Arnold!" in 1994. "Hey Arnold!" went into production in 1995 and ran for 103 episodes until 2002, the series culminating in "Hey Arnold! The Movie" for Nick Movies/Paramount. Since then, Craig has written and directed "Party Wagon," a TV movie for Cartoon Network, "The Jinx" for Nick Movies/Paramount and "Unstable Fables: The Three Little Pigs" for the Jim Henson Company.







About Boggle-Goggle® Enterprises

bog gle, v.- to intrigue, to amaze gog gle, n.- an item used to illuminate or see more clearly

Boggle-Goggle Enterprises is a children's entertainment company dedicated to providing products that intrigue, amaze, educate, and empower children through the use of a unique and illuminating point of view. Boggle-Goggle's first product, *Pinatta's View*, was awarded the Oppenheim Toy Portfolio Gold Seal Award, the Dr. Toy Award for Best Vacation Product, and selected as the "Video of the Month" in the September 2003 issue of Parenting Magazine in the 3–5 age category. *Joe Crumb* has been conceived and developed solely by Boggle-Goggle Enterprises, an independent production company registered as an LLC in 2000, located in Boston, MA.



About 2 Friends Entertainment

2 Friends Entertainment is the brainchild of children's entertainment veterans and longtime friends, Wendy Moss-Klein and Nancy Steingard. The company produces kids' programming for film, TV, DVD and the Internet for children from 2-12.



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