

created By:
Tom & Joe Costantini

- Environmentally friendly fun for kids Pre-K to Grade 4

Greening Old McBeanie



SYNOPSIS:



GREENING OLD McBEANIE is the story of three Beanie Sprouts whose mission is to teach one cranky-old-Beanie how to change his environmentally unfriendly ways, and in the process, remind him of the importance of friendship.

DEANIE, JEANIE and JELLY BEANIE are siblings who love to play outdoors. Their favorite place to play is a big field at the edge of town where wild flowers grow and the Beanie Stream flows. The only problem, their field happens to be right next door to the home of BEANIE TOWN'S resident hermit, OLD McBEANIE.

Old McBeanie isn't necessarily a mean Beanie, he's just really, really cranky. He's the type of Beanie who complains about everything. The sun is too bright, the clouds are too fluffy, and the cool breeze bothers his bones. He dislikes the idea of change -- any change -- but especially change that would force him to alter his lifestyle. To put it simply, Old McBeanie is stuck in his ways.

The Sprouts can't let Old McBeanie just get away with being stubborn though. They see how his actions are hurting their environment. That's why they are determined to show him some simple changes he can make to help keep Beanie Town clean and safe for everyone.

But Old McBeanie isn't an easy pod to pop. A pessimist in every respect, he's not prepared to deal with the joy and optimism of the Sprouts. "Why can't they just leave me alone" he mumbles as they get in his way again. They are *the Whos* and he is *the Grinch*!

The Sprouts' optimism allows them to see through Old McBeanie's rough exterior, to the warm heart he hides inside. While he's chosen to separate himself from his fellow Beanies, they are determined to reintroduce him into society and prove that you can, in fact, teach an old dog new tricks!

WHAT ARE BEANIES?

Beanies are fun and intelligent creatures that closely resemble real beans.

Of course, they aren't actually beans, but they do come in many of the same shapes and sizes, like: Kidney beans, Pinto beans, Black beans, String beans, Soy beans, Coffee beans, Jelly beans and more. They could also look like no bean you've ever seen before!

Beanies live in peace and harmony with their natural surroundings in a place called Beanie Town.

Let's visit Beanie Town!



BEANIE TOWN:

Beanie Town is the home of the Beanies.

A picturesque hillside community, Beanie Town has homes built right into the hills (much like Hobbit homes) and constructed of all-natural, eco-friendly materials. The lawns are perfectly manicured and there isn't a single piece of trash on the paths that connect their community.

While they may seem quaint, the Beansfolk are a technologically advanced and environmentally savvy group. Each Beanie home has its own solar panels on the roof, there is a wind farm on top of the highest Beanie hill, and there is a beautiful stream that flows down the hillside and straight into Beanie Square where the water turns a giant wheel which harnesses even more power for Beanie Town.

Most Beanies pride themselves on being good stewards of the land and living totally "green" lives. Everyone that is, except for Old McBeanie.



OLD McBEANIE'S PLACE:

Old McBeanie lives in the most run-down home on the outskirts of Beanie Town.

His house is the opposite of eco-friendly, built from an old aluminum can that's rusting in spots. The lawn out front is a disgrace -- a mixture of overgrown weeds and bare spots where grass used to grow, and littered with trash. Not trash as in "garbage," but more like things a pack-rat might keep... random things like Beanie-sized plane propellers, broken-down car engines, old bikes, sinks, lamps, whatever! His actual garbage is bagged up and tossed off the side of a cliff, landing into the once pristine waters that run into the Beanie Town Stream. Power is supplied by an old gas generator which rumbles and shoots thick, dark smoke into the air.

The contrast between Old McBeanie's home and the rest of Beanie Town couldn't be starker.

Rough Concept Art



CHARACTERS:

DEANIE BEANIE



Big Brother (8-years old)

Strong / Athletic / Caring

Deanie is the oldest of the Beanie Sprouts. He loves playing sports -- Beanie Ball being his favorite -- going on adventures or just relaxing under the shade of a Beanie Tree. He's learning about "the Beanie way of life" in school, so he's all about finding ways to keep the environment clean and safe. Being the big brother of the group, he often feels obligated to keep his younger siblings safe as well.

CHARACTERS:

JEANIE BEANIE



Middle Sister (6-years old)

Intelligent / Thoughtful / Leader

Although she's not the oldest, she's usually the Beanie leading the charge and calling the shots! Quick to jump in when she sees a problem, Jeanie has a strong desire to do good and won't let anything get in her way. Whether she's showing up the boys on the field or showing off her problem solving skills in the classroom, Jeanie is one Beanie we can all look up to.

CHARACTERS:

JELLY BEANIE

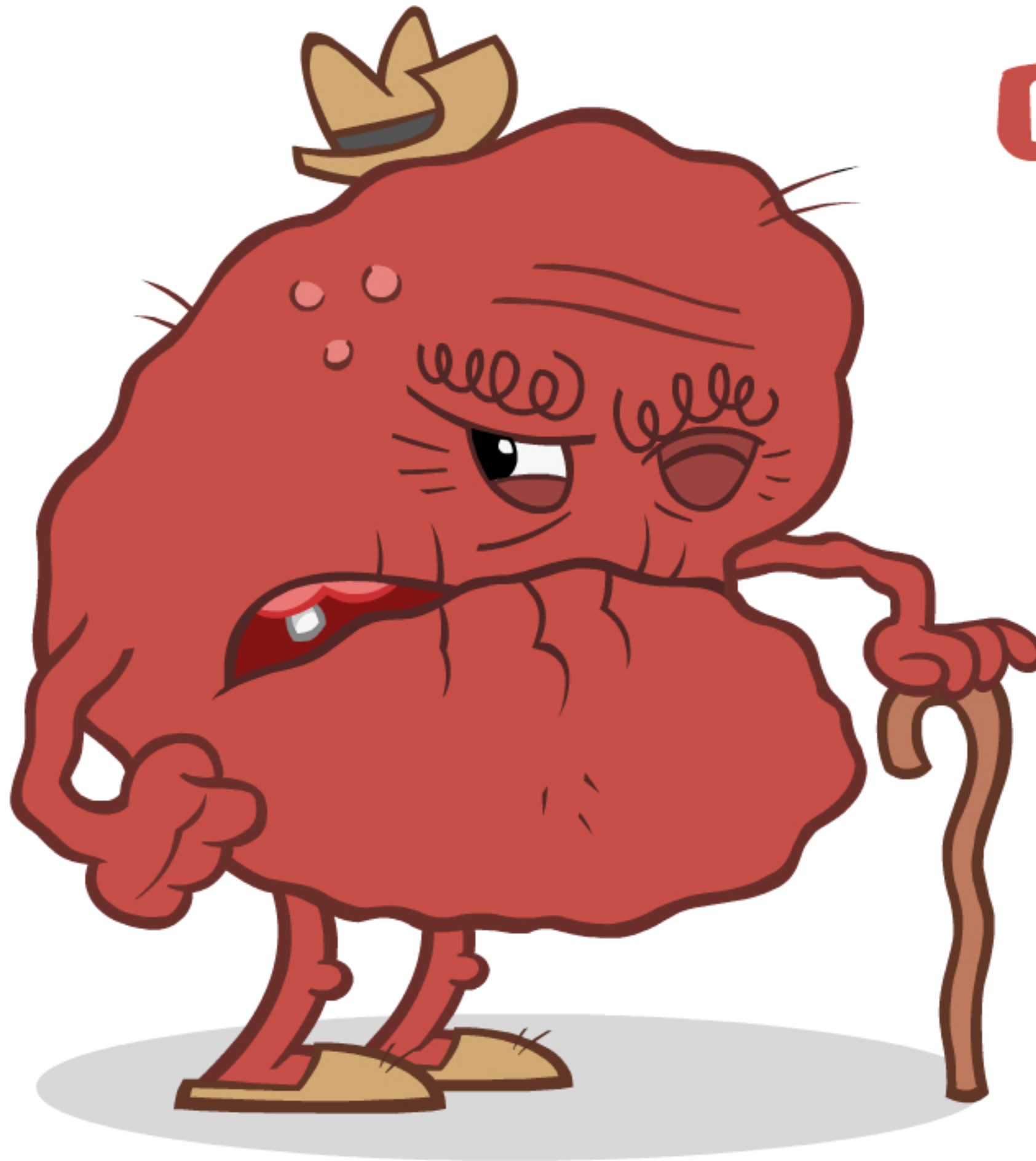
Youngest Brother (4-years old)

Playful / Energetic / Fearless

Jelly is the youngest Beanie of the bunch. He's playful and silly and loves having a good time. He's got a ton of energy and is always ready to jump into a new adventure or tackle a new problem. He's also full of wonder and loves taking things apart to find out how they work, often surprising his siblings by finding the solution to a problem which they have missed. Of course, being the youngest of the bunch means his older siblings are always trying to protect him, or exclude him because they think he's too little. But that doesn't matter to Jelly. He is completely unaware of his own limitations.



CHARACTERS:



OLD McBEANIE

Senior Citizen

Old / Cranky / Stubborn

Old McBeanie is best described as a cranky curmudgeon. He's old, set in his ways, and doesn't care much about what anyone thinks.

He doesn't like to be told what to do or how to do it, and rejects all the "newfangled" ideas that younger Beans have. He laughs at the suggestion that his actions might hurt the environment, let alone others around him, and he thinks the idea of being "green" is just another fad that will end up costing him money.

Despite all his shortcomings, Old McBeanie does have a good heart (it's just buried under years of crusty sediment) and he truly enjoys the Sprout's company (even if he'd never admit it).

SERIES FORMAT:

11- Minute Episodes / 2D Animation

THE SET UP: Each episode starts with Deanie, Jeanie and Jelly Beanie doing something. They can be playing a game like Beanie Ball or Tag, or they can just be hanging out.

THE CHALLENGE: Some event will make the Beanie Sprouts cross paths with Old McBeanie, whereby they will discover that he is doing something environmentally unfriendly. For example, they discover Old McBeanie doesn't separate his recyclables from his regular trash, or that he's cutting down trees without planting new seeds, etc.

THE LESSON: The Sprouts try to teach Old McBeanie the error of his ways, which he stubbornly refuses to acknowledge. The audience at home will learn ways to be more "green" even if Old McBeanie doesn't want to.

THE FIX: By working together, the Beanie Sprouts find a way to relate the lesson to something in Old McBeanie's life. For example, they convince him that Compact Fluorescent light bulbs will actually save him money in the long run, and that swapping his smoke-producing generator for solar panels might help improve his allergies.

THE HAPPY ENDING: Old McBeanie begrudgingly learns the lesson (he can't seem too agreeable now), and thanks the Sprouts for helping out. With each new episode Old McBeanie becomes a little more "green," although a good night's sleep (or the beginning of a new episode) will always remind him how much he likes being cranky.

INTERACTIVITY: Each episode will also include a few interactive segments, where our Beanie Sprouts will give the kids at home a few challenges to help out with. For example, they can help find the recycling bins hidden in Old McBeanie's messy garage. This will allow the audience to feel like they are a part of the show!



STORIES:

"Recycling" - While trying to retrieve their Beanie Ball from Old McBeanie's yard, the Sprouts discover that he hasn't been recycling properly. They explain to Old McBeanie why recycling is good for the environment and show him a cool game that makes recycling fun!



"Sun Shine" - After Beanie Town's residents complain about the smoke coming from Old McBeanie's home, the Sprouts go to investigate. It seems Old McBeanie is still using coal to heat his home, so it's up to the Sprouts to convince him to switch from dirty fossil fuels to more renewable sources like solar power.



STORIES:

"Running Water" - When Deanie finds out that Old McBeanie has been leaving the water running while he brushes his teeth, it's up to the kids to teach him why turning off the water is better for the environment. But you know Old McBeanie doesn't change his mind easy.

"Light Bulbs" - When the lights go out in Old McBeanie's home, the Sprouts discover that he's using old-fashioned light bulbs. It's up to Deanie, Jeannie, and Jelly Beanie to convince Old McBeanie that by replacing his outdated bulbs with newer, energy efficient ones, he'll not only help the environment but also save money on his electric bill!

"Gas Guzzler" - When the Sprouts spot Old McBeanie driving to the market in his gas-guzzling pickup, they must convince him that walking or biking to the store is not only better for the environment, but the exercise is much better for his arthritis too!



EDUCATOR'S APPROVAL:

This property has been approved for a "Pre-K through 4th grade" audience by a certified educator!

BIO: MARIANA HOLLIDAY

Certifications: State of Texas Teaching Certification (Early Childhood - 4th grade)

Degrees: Bachelor of Arts: Economics/Pre-med - Claremont Mckenna College
Master of Science: Neuroscience and Education - Columbia University, Teachers College

Mariana Holliday is a 2002 Teach For America Corps member. During her two-year commitment she taught third grade and Kindergarten in the Houston Independent School District. Following her commitment with Teach For America, she spent several years conducting medical and educational research at UCLA in the department of General Internal Medicine and at the Graduate School of Education. Her research included an evaluation of the Green Dot Locke Transformation Project in Watts, CA and directing a pilot research study (funded by the National Institute of Health) studying patterns of physical activity in older African-American women. Following her research work with UCLA, she attended Teachers College, Columbia University and received a Master of Science degree in Neuroscience and Education. While at Columbia, she worked with the New York City Department of Education in the Division of Accountability and Achievement Resources. Over the years she has also worked as a consultant for a variety of organizations such as The Latino Family Literacy Project, Renzulli Learning, The National Council on Teacher Quality, Freshi Films, and Discovery Communications. Her interest in education centers around educational policy, program evaluation, and content development.

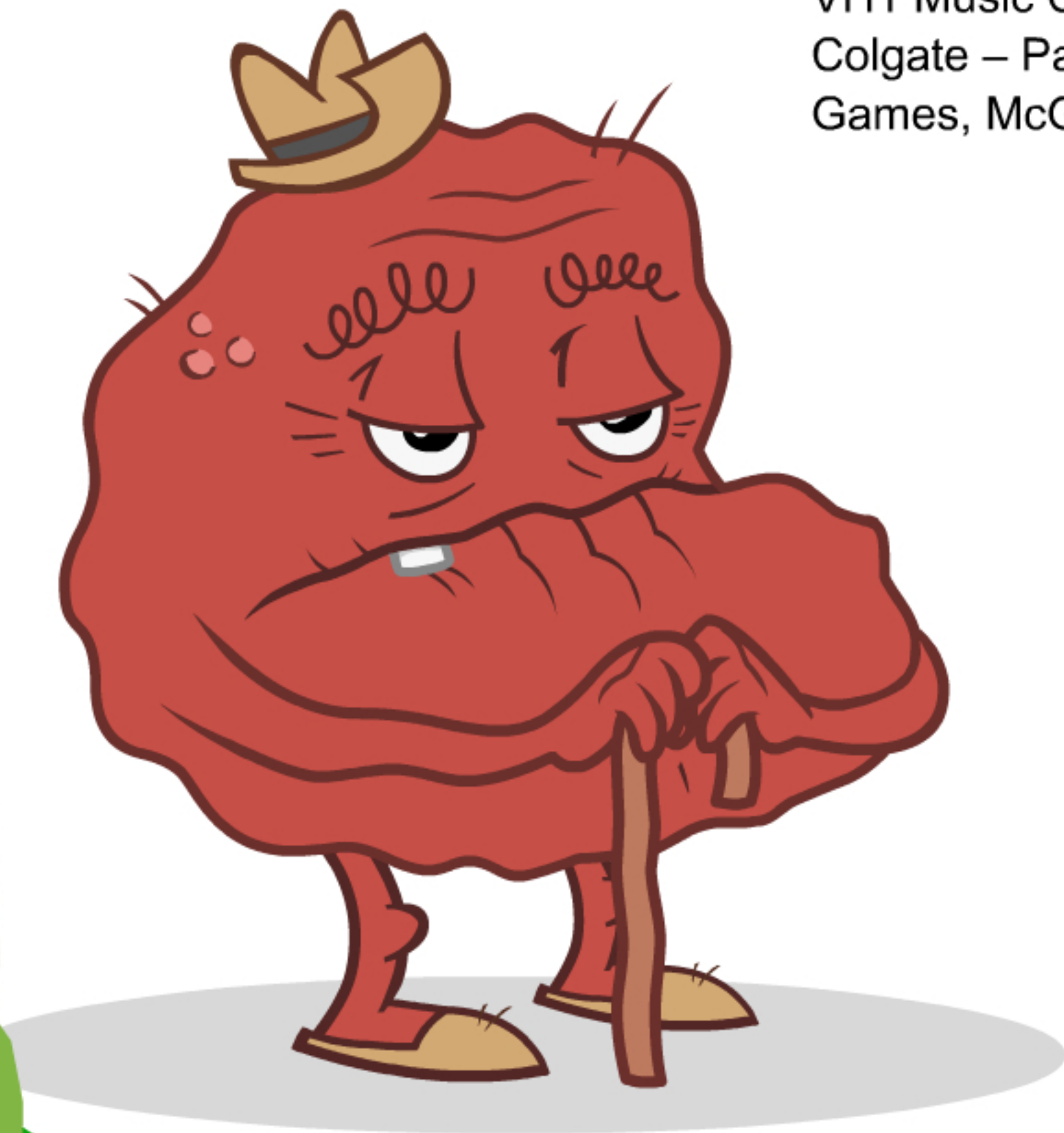


ABOUT THE CREATORS:

Tom and Joe Costantini are the founders of Two Animators! LLP (2A!), a full service multimedia studio specializing in IP development and animation production!

Together, they co-directed the music video "The Monster Is Loose" for Meat Loaf's "Bat out of Hell III" tour, have created animation for two seasons of the "VH1's ILL-ustrated" television series, and have produced hundreds of short form series and educational videos.

Studio productions have included projects for clients including: 20th Century Fox, VH1 Music Channel, MTV, Disney Online, Meat Loaf, Mattel, Pokémon U.S.A., Colgate – Palmolive Company, USDA, Microsoft, AOL, College Humor, Rockstar Games, McGraw-Hill and many others.



2A Two Animators!
-multimedia design & animation studio-

Contact: 609-532-6138
Web: www.twoanimators.com