



All around the world, from China to Chile, across Ireland and India, throughout the U.K. and the U.S. – kids of all ages, ethnicities, interests and backgrounds love to participate in the summer tradition known as SUMMER CAMP.

Summer camps are the perfect place for children to make new friends and learn new skills.

There are summer camps for kids whose parents want to encourage their love of music, dance and acting – and other camps for parents who want to help their children master mathematics or learn the basics of supercomputing.

There's a camp for almost anything and anyone – there's even a summer camp for the children of the world's superheroes and supervillains – a place where the world's super-powered parents send their sons and daughters to learn how to call up – and control – their inner superpowers.

So, where do the children of famous superheroes go to learn to use their superpowers?

Welcome to SUPERHERO SUMMER CAMP, the one-of-a-kind sleepaway camp where the kindergarten children of legendary superheroes are spending the summer learning how to call up – and control – their familial superpowers.

Although this camp offers a variety of camp activities, from canoe races to arts and crafts, camp songs to campfire cookouts, the best part of Superhero Summer Camp is when the kindergarten campers – **SPARKS, STREAK, ROCKET, CY, FLARE** and **TORI** – transform into mini-versions of their famous super parents. Working together, these six superheroes-in-training are having fun and making friends, as they practice their powers and prepare to **POWER UP, TEAM UP** and **SAVE the DAY**.

## **Superheroes POWER UP**

In order to control their superpowers, the campers must first learn how to **TRANSFORM** into superhero-mode. This is what's known as the **POWER UP**.

Each time a super-kid powers up, their appearance changes, too – as they transform into a miniature version of their super-powered parent. But, unlike their parents who can transform into their alter-egos with ease, the super campers sometimes have trouble calling up their powers. They have to remember to:

1. STRIKE a heroic pose (hands on hips, shoulders back, chin up toward the sky)
2. CALL out their name (this makes their family emblem appear on their chest)
3. SHOUT “Power Up” (the emblem glows, and the transformation flows, from the emblem on their chest up to their heads and down to their toes)

Sure, it seems simple enough, but it can be hard to do, especially if you’re in a hurry, nervous, or distracted.

That’s why the camp has lots of games and activities specifically designed to help kids practice their transformations – there are even SPECIAL CAMP SONGS to inspire the super kiddos and help them remember what to do. For instance:

*Superheroes, we’re superheroes, superheroes me and you  
Superheroes are always ready, when the bell rings – that’s our cue!*

*Put your hands upon your hips, then shout your name and strike a pose  
Call out “Power Up” as you transform – from your head down to your toes.*

*We’re superheroes, we’re a team now, friends forever, come what may  
We’re superheroes, we work together, We Power Up to save the day.*

## **Superheroes TEAM UP**

Superhero Summer Camp is geared toward teaching the super kiddos a lot more than just how to trigger – and use – the superpowers they were born with.

It’s not enough to be able to POWER UP, the kids also need to know how to TEAM UP and work together with other heroes in order to save the day.

When you’re used to being the strongest, the fastest or the most electrifying hero there is, it can be hard to know when it’s time to ask for help – but each of our superhero parents have had times when the only way to win the day is to work together.

In fact, even supervillains like TORPEDO and SILVER STREAK have had times when they’ve decided to (temporarily) team up with their superhero rivals – setting aside their differences when they need to combine their powers to save the world.

## **Superheroes SAVE the DAY**

Fortunately, right now there are plenty of grownup superheroes keeping the world safe – so our kindergarten heroes don’t have to worry about saving the world – they just need to focus on practicing their super skills and learning to work together.

But, in addition to the camp’s regularly scheduled Power Up practices, super-powered playtime, and team building activities, the campers – Tori, Streak, Flare, Sparks, Cy and Rocket – will also have plenty of *unscheduled* occasions to use their superpowers to save the day – because a semi-retired supervillain, DOC DAMAGE, has recently moved into the cabin across the lake – and his silly shenanigans will create opportunities for the Super Campers to “Answer the Call”.

## **Superheroes ANSWER the CALL**

Every grown-up superhero has a special sound or symbol that sounds the <alarm> and calls them to action when the world needs their help.

For Rocket’s father, ROCKET MAN, the stylized <screech> of a peregrine falcon will send him rushing to the rescue; for Flare’s mother, FLAME, it’s the signature <fire siren> ringtone on her bright red cell phone; and SPARK MAN is always ready to spring into action whenever the Spark Signal shines across the sky.

Someday, the children of these superheroes will also have their own, individual call to action; but for now, as long as they’re at Superhero Summer Camp, every super camper responds to the same signal: their call to action is the sound of the camp bell <RINGING>.

No matter where they are, or what they are doing – whether they’re in a group, or by themselves – whenever the campers hear the distinctive clang of the bell, they leap into action, ready to “POWER UP, TEAM UP and SAVE the DAY!”

## **The SUPER CAMPERS**

At Superhero Summer Camp it doesn’t matter whether your mom’s a supervillain or your dad’s a superhero, because every parent – even a supervillain – wants their child to be a *hero*. And every camper is here for the same reason – to learn to control the amazing abilities they’ve inherited from their parents. This summer’s Super Campers are:

**ROCKET** – the six-year-old son of the celebrated superhero, ROCKET MAN, Rocket has inherited his father’s ability to whiz through the air, flying with the speed and precision of a laser-guided missile.

But despite the speed and precision he exhibits when he’s in the air, when he’s on the ground in kid-mode Rocket can be a bit of a klutz – his mind is constantly flying from one big idea to the next – and he’s often so focused on his latest big idea or invention, that he fails to notice the world around him. Which is why this “whiz kid” is constantly tripping over his own feet on wilderness hikes, bumping his head on the corner of the bunk bed, or dropping his sack lunch in a mud puddle.

- **Father:** Rocket Man (superhero)
- **Family Superpower:** Flying as fast as a rocket
- **Cabin Assignment:** Sunrise (top bunk)

- **Camp Counselor:** Ricky
- **Favorite Camp Activities:** Dismantling Doc Damage’s robots and inventions – then rebuilding/repurposing them to make improvements around the camp (i.e. a robot dishwasher for the camp kitchen, a solar water heater for the showers, etc.)

**FLARE** – the chubby, freckle-faced, game-obsessed son of the world’s favorite female superhero, FLAME; five-year-old Flare can already shoot laser beams from both hands – and those twin beams are almost as powerful as his mom’s.

Unfortunately, Flare doesn’t share his mother’s skill or finesse – so while Flame’s laser beams always hit their intended target – Flare’s light powers rarely even come close.

But, even though his shots frequently miss their mark, Flare’s obsession with games and strategy still make him a formidable opponent – and he can often figure out a way to turn his misfires and mistakes to his advantage.

- **Mother:** Flame (superhero)
- **Family Superpower:** Shooting laser beams from the palms of their hands.
- **Cabin Assignment:** Sunrise (bottom bunk)
- **Camp Counselor:** Ricky
- **Favorite Camp Activities:** scavenger hunts, board games, canoe races, and anything else that combines strategy and (friendly) competition

**SPARKS** – charismatic and clever, six-year-old Sparks is the de facto leader of the group. Like her famous father, the Puerto Rican superhero, SPARK MAN, Sparks can pull electricity out of thin air – twisting the strands of lightning into ropes of energy that she can weave into a web or wield like a lasso.

As the daughter of a superhero, Sparks knows that it’s important to be ready for anything. Which is why she always carries a first aid kit in her backpack, plus a satellite phone, extra water bottles, topo maps, a compass, snacks, extra socks, sunscreen, bug spray, and a secret decoder ring – and that’s just if she’s walking to the dining hall!

Although her friends sometimes tease her about her “bottomless backpack” – they’re also constantly amazed – and relieved – by what Sparks had the foresight to pack. “But how did you know we’d need a rubber chicken and an accordion to defeat those Polka-Dancing-Robots?!?!”

- **Father:** Spark Man (superhero)
- **Family Superpower:** Calling up lightning and controlling electricity
- **Cabin Assignment:** Lakeside (top bunk)
- **Camp Counselor:** Nicky
- **Favorite Camp Activities:** Hiking

**CY** – the six-year-old son of China’s phenomenal female superhero, CYCLONE; Cy is a twisting tornado of turbo power when he’s powered up. Of all the super campers, Cy has the best control over his superpower – he can transform almost instantly, and channel his turbo power more effectively than most superheroes twice his age.

But Cy’s super skills tend to make him forget that he’s supposed to be part of a team – and his tendency to race off without waiting for the others frequently leads him into situations where he needs to be rescued by his friends.

- **Mother:** Cyclone (superhero)
- **Family Superpower:** Turns into a twisting tornado of turbo power
- **Cabin Assignment:** Sunrise (single cot)
- **Camp Counselor:** Ricky
- **Favorite Camp Activities:** Music class and campfire singalongs

**STREAK** – the six-year-old daughter of the dashing, dastardly supervillain, SILVER STREAK, Streak inherited her father’s fantastic speed – like her dad, Streak can run so fast that she can temporarily defy gravity – scaling walls and ceilings with agility and grace.

An upbeat and cheerful chatterbox, Streak tends to talk almost as fast as she can run – the more excited she is, the faster she speaks.

A natural optimist who sees the world through rose-colored glasses (even though her super-mode goggles are actually *purple*), Streak is the most upbeat kid in camp. No matter how daunting the challenge – or how lumpy the oatmeal – the team can always count on Streak to see the bright side in any situation.

- **Father:** Silver Streak (supervillain)
- **Family Superpower:** super speed
- **Cabin Assignment:** Lakeside (bottom bunk)
- **Camp Counselor:** Nicky
- **Favorite Camp Activities:** Breakfast! (She’s pretty excited about lunch and dinner, too.)

**TORI** – the soft-spoken, studious and super-strong daughter of an uber-villain named TORPEDO, five-year-old Tori *definitely* does not want to follow in her mother’s footsteps of world domination, but she’s not all that keen on being a superhero either.

When she grows up, Tori wants to be an accountant – or maybe a librarian – or any other career, just as long as it’s clean, quiet and *indoors*. Because Tori does not like dirt. Or noise. Or anything *outdoors!*

Which makes Superhero Summer Camp the last place she wants to be! But, Tori needs help – lots and lots of help – learning to handle her superpowers, so here she is – spending her summer hiking through the woods, canoeing on the lake, eating sticky s’mores (with her fingers!) and singing campfire songs with a bunch of other superhero kids.

And, much to her surprise, Tori soon discovers that she likes it – almost all of it – especially the other campers, Rocket, Flare, Sparks, Cy and Streak. They’re all super supportive when Tori has trouble with her Power Up – and really understanding when she miscalculates her super strength and accidentally breaks things (“A brick wall? No problem, we can fix that!”) – lots and lots of things (“Crushed a log cabin? We can rebuild it!” “Destroyed the dining hall? We’ll just eat outside!”)

Though she still does NOT like bugs!

- **Mother:** Torpedo (supervillain)
- **Family Superpower:** Super strength
- **Cabin Assignment:** Lakeside (single cot)
- **Camp Counselor:** Nicky
- **Favorite Camp Activities:** Reading, arts & crafts, and anything else that can be done *indoors*

**BLACK CAT** – a petite and playful little kitten, Black Cat is the camp mascot who transforms into a super-sized, super-powered feline. Black Cat is big enough – and strong enough – to carry one or two kiddos on his back. But, even though he has superpowers, Black Cat is still a *cat* – frisky, affectionate, and easily distracted by any villain wielding a laser pointer or a fuzzy cat toy.

## The CAMP STAFFERS

**Camp Director, BUDDY PAL** (the super campers call him “Grandpa Buddy”) – Nicky and Ricky’s grandfather, Grandpa Buddy, owns and manages Superhero Summer Camp. Buddy comes from a long line of superhero sidekicks – people with a passion for helping heroes get the job done. Buddy doesn’t have superpowers, but he does have super knowledge, and he’s spent decades training the children of the world’s most powerful superheroes and supervillains.

As the CAMP DIRECTOR, Buddy has rewritten popular camp songs – and redesigned common camp activities – in order to encourage his super-powered campers, helping them learn how to trigger their transformations and control their powers.

And, just as important as learning to “Power Up”, is learning to work together. Because everyone knows that the best adventures happen when superheroes *assemble* and work as a *team*.

**Camp Counselors, NICKY and RICKY** – Grandpa Buddy’s teenaged grandchildren are two of the cheeriest CAMP COUNSELORS to ever lead a sing-along or lace up a pair of hiking boots.

Although they don’t have any superpowers of their own, Nicky and Ricky are well-versed in first aid, arts & crafts and orienteering, and they’re thrilled to share their love of the great outdoors with their young campers.

Under their grandfather's guidance, Nicky and Ricky use camp songs, crafts, games, sports and other activities to instruct and inspire their super campers – and, of course, have lots of fun, too!

Spending the summer at Superhero Summer Camp has been a tradition for generations of super-powered families. The parents and grandparents of our super campers all sang the same songs, competed on the same obstacle courses, paddled across the same lake and slept in the same cabins as their kids are now experiencing for the first time.

But, even though everything seems the same as it's always been, this summer there's something new. Or rather, there's *someone* new – a semi-retired supervillain has just bought the property across the lake from the camp – and he's determined to find a way to make the camp – and the campers – GO AWAY!

## **The Not-So-Super, SUPERVILLAIN**

Meet **PROFESSOR MAXIMUM DAMAGE** (aka “Doc Damage”) – the semi-retired supervillain who owns the waterfront property across the lake from Superhero Summer Camp. Doc Damage bought the land in the dead of winter – unaware that every summer, the other side of “his” lake becomes a beehive of activity filled with super-powered kids practicing their superpowers.

Looking for a little peace and quiet to enjoy his retirement, work in his laboratory, and write his memoirs (current title “*Maximum Mayhem*” – the book completely exaggerates his lackluster career as a not-so-super, supervillain) – this cantankerous villain is the super-powered version of the cranky neighbor who's always yelling at the kids to “get off my lawn”.

Since he's a supervillain, Doc Damage doesn't actually yell at the campers – he has much more elaborate plans for getting rid of Superhero Summer Camp and all those super-powered campers.

But, don't be too alarmed – since this is a show for 4-to-7 year olds, Doc Damage's evil plans may be elaborate (very, very elaborate), but they are always flawed, frequently funny and totally unpredictable.

Okay, okay – I know you're asking why the Super Campers' Superhero parents don't come to the rescue and get rid of Doc Damage once and for all. Why would they let this evildoer continue wreaking havoc week after week?

Well, the truth is that this crabby old villain is actually everyone's favorite enemy. The grownup heroes have fond memories of their own battles with this baddie. And, they always bested him!

Doc Damage may believe that he was once “the greatest villain in the world”, but everyone else knows that he was never very good at being bad. So, even though Doc Damage may have a seemingly endless supply of tricks up his sleeve, the parents are confident that his wild inventions are no match for their super-powered sons and daughters.

## STORY SPRINGBOARDS

In addition to stories about friendship, superpowers and team building, the Superhero Summer Camp™ animated series will feature a variety of age-appropriate, exciting-not-scary, superhero action adventures. These adventures are often triggered by Doc Damage – and, since Doc Damage is a very versatile villain, the campers (and viewers) will never know where, when, or how his next loopy plot will unfold. For example:

**THERE’S NO “CY” IN TEAM:** Learning how to work as a team is one of the most important parts of going to Superhero Camp – but Cy’s certain he’s already got the “team thing” covered. After all, he’s seen his mom, Cyclone, team up with the superheroes “Wind Shear” and “Waterspout” lots of times – “And they always win, no problem!”

So, Cy decides to skip the day’s team-building activities, and practice his powers on his own.

That night at dinner, the other five super campers are super excited about their afternoon of practicing using their powers together – Rocket tells Cy how awesome it was to have Tori use her super-strength to launch him into the air – Streak shows Cy the video, “Look how high up he flew, it was amazing!” There are other videos and stories, too – and Cy’s definitely feeling like he missed out – when suddenly the camp BELL <RINGS> and the six kids leap into action, calling out their names as they POWER UP and TRANSFORM.

The preschool superheroes race outside to discover Doc Damage’s latest nutty invention – a cotton candy cannon that’s covering the camp in clouds of sugary, pink fluff.

Cy leaps into action, without waiting for the others – but his twisting, turbo tornado powers only make things worse – and Cy soon becomes trapped inside a cocoon of candy floss.

Using what they practiced earlier in the day, Tori, Rocket, Flare, Streak and Sparks combine their powers to stop Doc Damage, destroy the cotton candy cannon and rescue Cy from his sugary shell.

A sheepish (and sticky) Cy apologizes – he thought he didn’t need to work on teamwork, but after seeing his friends work together as a team, Cy’s ready to give it a shot. “That is, if there’s room on the team for one more?” The five friends respond with enthusiasm, “Of course, there is!”

**S’MORE the MERRIER:** Doc Damage loves sweets – and the tantalizing smell of marshmallows toasting over the Superhero Summer Camp’s campfire is making him drool with desire. So he fires up a pair of GIANT ROBOTS to stomp thru the woods and go steal some s’mores.

The campers hear the robots noisily approaching – the BELL <RINGS> and everyone leaps into action, instantly transforming into super-mode.

Well, *almost* everyone... the robots appear before Streak has a chance to eat her s’more – and as her stomach growls, all she can think about is *food* – she’s too distracted to trigger her transformation.

Tori stays behind to help Streak, as their pals rush into battle against the sticky-stomping-s'mores-stealing robots.

It takes several attempts, lots of coaching, and several bites of her campfire snack, before Streak calls up her inner superhero and helps save the day! (Um, even though it's technically night... and, the only thing really in danger was the campers' delicious desserts.)

**CHILL OUT:** Doc Damage can hardly wait for winter – when the Superhero Summer Camp will be closed and he can have the lake all to himself. So, Doc Damage decides to make winter come early... really, really early! The super-baddie unleashes a fantastical FREEZE RAY, creating a midsummer blizzard that turns the lake into an ice rink.

The Super Campers are super-excited when the camp BELL <RINGS> and they discover the winter wonderland – they love ice skating, and sledding, and building snowmen. And it's even more fun when they Power Up, using their superpowers as they skate, toboggan *and* battle Doc's army of SNOWMAN MONSTERS.

The only one *not* having fun is Flare – he hates being cold, it makes it even harder to control his laser powers – so Flare decides to “sit this one out” – but when Doc's Freeze Ray turns the other five superheroes into super *popsicles*, Flare knows he has to step up, Power Up and turn up the heat of his laser beams to save the day!

## **About the Series**

**Demographic:** Superhero Summer Camp™ is an animated dual-gender upper preschool series targeted to 4 to 7 year olds.

**Format:** Each 11-minute episode is written in two acts and designed to be a standalone story; the episodes can be easily mixed and matched, or conformed into 22' episodes.

**Theme:** This series is about friendship and working together. It's about learning new things, trying your best and overcoming your failures. (It's also about helping your friends to try their best, and overcome their failures.)

**A dynamic, diverse cast:** All six kids will be featured in every episode. Stories will vary and we will rotate which character takes the lead; all six kids will be given star turns, when their personalities and powers take priority and receive the most screen time.

**Transformations:** Although not every kid successfully transforms every time, they do always *eventually* manage to transform. We will see all six kids transform in every episode.

**Superpowers:** Each of the six superheroes will be shown using their superpower at least once per episode.

**Civilian and Super Modes:** Since the goal is to keep the storytelling fresh and non-formulaic, there is no formula for how much time the kids spend in super mode. However, they will always be seen at least briefly in their unpowered, “civilian” personas. And, at a minimum, they will spend at least half of each episode in superhero-mode.

**It's Summer Camp!** Yes, this is absolutely a superhero show, but it's also a series about summer camp – and we'll make the most of the camp elements, from camp songs to team sports, sleeping in cabins, arts and crafts, nature walks, campfire talks, and family days when parents, grandparents and siblings come to visit.

**Camp Songs and Campfires:** At summer camp, every evening ends with your friends around the campfire – in the series, every episode will end with our six campers back in kid-mode, sitting around the campfire, laughing, talking, roasting marshmallows, and, of course, singing CAMP SONGS.

Each episode will feature music – a combination of original songs written specifically for the series AND familiar camp songs with revised, superhero-centric lyrics; like this one:

*If you're a hero and you're needed, Power Up*  
*If you're a hero and you're needed, Power Up*  
*If you're a hero and you're needed, make sure the villain is defeated*  
*If you're a hero and you're needed, Power Up*

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