



boggle-goggle®



created by
Claudia Miller-Snyder



All information contained in this document is considered confidential in nature.

Joe Crumb™ and the Joe Crumb logo type are trademarks and Boggle-Goggle® and the BG logo are registered trademarks of Boggle-Goggle Enterprises, LLC.
© Copyright 2004-2005 Boggle-Goggle Enterprises, LLC and Claudia Miller-Snyder. All rights reserved.

**A CRUMB,
A FRUIT ROLLUP,
A DOG BISCUIT,
and
A RUBBER BAND!**

**SAVING THE WORLD ONE
HOUSEHOLD AT A TIME!**

JOE CRUMB™

Four discards defying the odds, avoiding the dumpster
and upholding "the creed". There's a whole world
out there... right beneath our noses... they call it

Crumbtown.



It's a tough job but some crumb has to do it.



An Overview

Every day hundreds of discards fall onto your floor, into your pocket and between the cushions of your couch. They call it Crumbtown and it's a wacky, weird underworld of crumbs and left behinds, right beneath our noses... pathetic, powerless and forgotten... **Until now.**

Met Joe Crumb. He's a crumb... a little daffy, a little doughy, a little clumsy and sitting high atop an English muffin waiting for his moment of truth, when the unthinkable happens. He drops.

He bounces off the lip and into the pocket of an 8-year-old boy.

Inside the pocket he meets 3 other left behinds; "Berry", a smart, sassy, tropical fruit rollup with a black belt in Karate and a secret passion to be a jazz singer, "Here-boy" a fleet-footed but dim-witted dog biscuit, enthusiastic but dangerously impetuous and smelling like liver and "Stretch", a cranky, lanky chameleon of a rubber band, stretching and changing his shape and voice when whim or danger dictates.

Together they are dumped, onto the laundry room floor and do what no discard has ever dared to do.

They battle gangster roaches and homicidal toaster ovens!

They rappel on used dental floss!

They hitch rides in pant cuffs and Hot Wheels™!

They escape the Monster-in-the-Dark!

They challenge the Crumbtown Creed!

And Crumbtown will never be the same again.

Joe Crumb is an 11-minute comedy adventure cartoon series, 2-D animation on a 3-D background, designed for girls and boys ages 6-11. The series presents an ordinary, everyday household from an extraordinary perspective... a crumb's eye view.

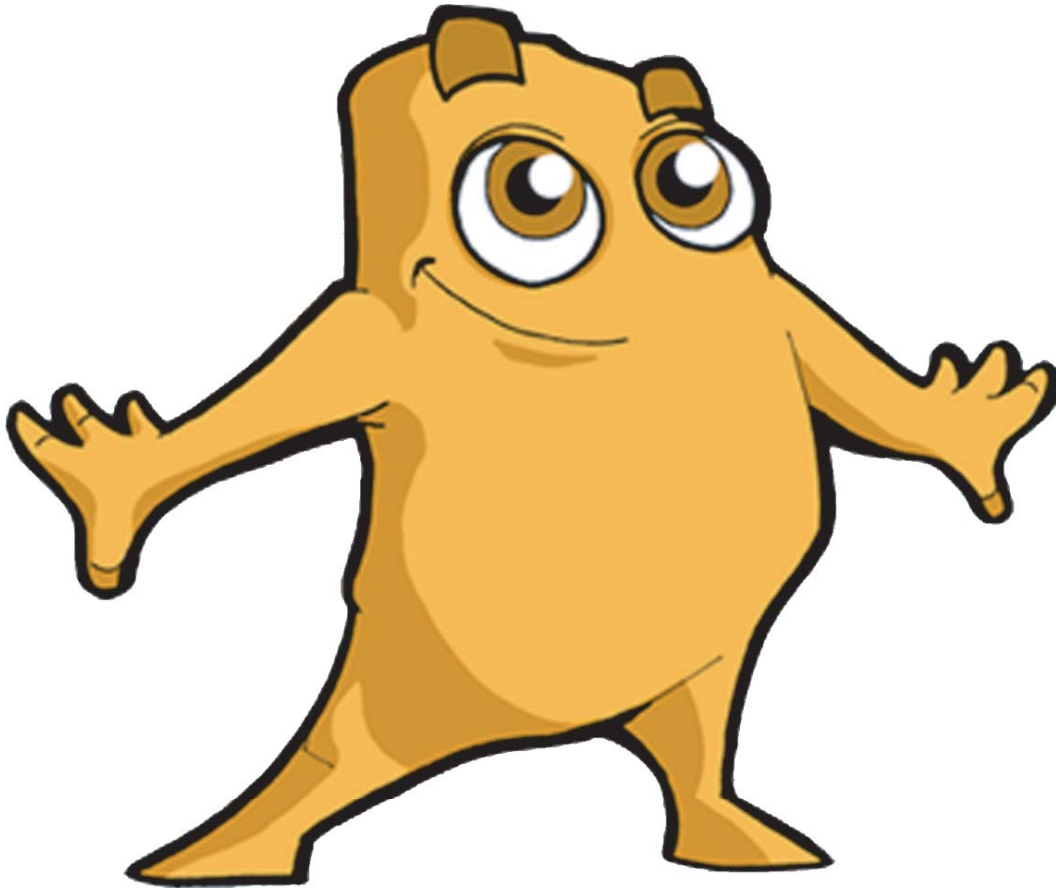
We'll go behind the baseboards, between the couch cushions and under the refrigerator to experience colorful, underbelly settings. We'll meet a wonderful assortment of quirky male and female, multi-ethnic characters. We'll experience an unending variety of story ideas. Wherever you find a crumb or discard, you'll find a story waiting to be told.

For children who often feel small and powerless, Joe and his gang in Crumbtown will demonstrate the power of one, no matter how small and the value and importance of teamwork. This unlikely foursome may not always get along but they'll always be there to save one another's butts. And along the way they'll give children someone to root for, relate to and laugh at.

Whoever thought that being a crumb could be so cool.

FEATURING

JOE CRUMB™



A young crumb from the English muffin family. The size of a large pea and lightly toasted. Clumsy, gullible and short on common sense but big hearted, noble, trusting and doggedly determined to one day find another muffin he can cling to. In the meantime he'll serve Crumbtown in any way he can. He views Here-boy as his noble steed but regularly overestimates Here-boy's tracking ability. He is smitten for Berry but is too awkward to pursue his affections. And he views Stretch as his comrade in arms oblivious to their glaring differences in approach and ability... which is a constant source of irritation to the crafty, wily Stretch. Joe has a lovely English accent.

(Davy Jones of The Monkees has signed a letter of intent to provide the voice for this role.)



"BERRY"



A tropical fruit rollup. Smart, sassy, and from the islands "don' ya know". With a common sense and an island wisdom, she's the voice of reason among the four. First out of the box and tucked into the boy's pocket for "later", she's nobody's victim. Strong and stubborn, with a black belt in Karate, she's out to prove she's more than just a pretty face. Unfortunately she doesn't always know her own strength. She has a soft spot for Joe but conceals her affection, showers Here-Boy with pets and pats on a regular basis and sees Stretch's softer side. She secretly dreams of becoming a jazz singer.



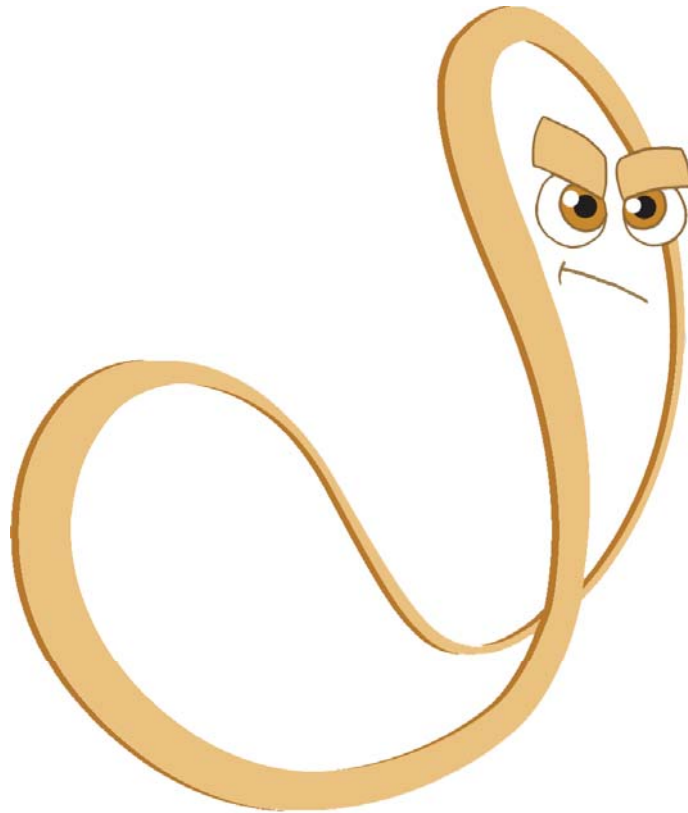
"HERE-BOY"



A small dog biscuit. Fleet-footed but dim-witted and easily distracted. Fiercely loyal but dangerously impetuous. Originally from a box of 59 others just like him, he is desperate to stand out as a unique biscuit and become a treat for the household canine, but is thwarted over and over again in his quest. He views Joe as his "master". He adores Berry and the attention she showers on him and he is oblivious to Stretch's disdain, regularly covering the rubber band with sticky dog licks. He smells rather unpleasantly of stale liver.



"STRETCH"



A brown rubber band. Fished out of the garbage for spitballs. He's been through the elements, seen the world and learned the ways of survival. Cranky, lanky and short on patience, this chameleon can change his shape and voice when whim or danger dictates. Worn and a little soiled around the edges, he's ready for retirement, ready to wrap himself around an old stack of pictures with a young pink rubber band by his side... and then along comes Joe. The crumb drives him crazy. Here-Boy drives him crazy. Crumbtown drives him crazy. Berry understands.



Incidental Characters

The Monster from the Dark – The upright vacuum cleaner. Locked in the dark closet he comes out belching dust and eyes gleaming. He has one long arm and uses it like a tentacle searching for his victims. Unfeeling and robotic in his desire to destroy, this creature has no heart and no compassion. He chides his victims in rhymes, a low murmuring, menacing voice as he approaches and belches loud after he has devoured them.

La-Sue – Eighteen inch piece of string cut from a package sent from abroad and left curled up in a pile of paper bags on the laundry room floor. She's French and mysterious and speaks in a sultry voice. She also does not feel compelled to adhere to the Creed of Crumbtown, citing diplomatic immunity.

Aaaaack! – Commander of the roach brigade at 1662 Periwinkle Drive. An unusually small, but predictably hairy-legged, despicable household roach with a Napoleonic complex and the annoying habit of licking everything that ventures near. He is constantly scheming to take over the house.

Icarus – A roach who lives in the house and secretly dreams of being a butterfly (even making a pair of bright pink Saran Wrap wings to wear). Soft-spoken and "gentle spirited", he is disgusted with the habits and attitudes of his fellow roaches, cleans often and is ostracized from the other roaches for his "eccentricities". He becomes good friends with Joe, Berry, Stretch and Here-boy and aids them in their fight to rid the house of creepy crawlers.

Chip – One-half of a potato chip left on top of the refrigerator for years. He's the wise seer on the mountain with a definitely urban, hip-hop slant. He has seen it all and educates the group on the categories of crumbs and their natures.

POP, Pop and pop – Three popcorn kernels living between the cushions of the family room couch. Lazy and lethargic, they are annoying TV couch potatoes who can sing every television theme song ever created. They rarely let anyone finish a sentence, argue endlessly over television trivia and aspire only to watch one television program after another.

Smallest One – A four-year old girl who lives in the house where the adventures take place. She is the youngest in the house and sees things going on with Joe Crumb and his companions that the older people are too busy or too tall to see. She meets Joe Crumb when she accidentally places her milk glass on top of him. No one believes her babblings about the life of crumbs. They think it is the cute imaginings of a child.

The Coffee Grounds – A gaggle of "kvetching" old grounds who congregate around the coffee machine and complain and gossip endlessly about everything and everyone. (*The Golden Girls meet George Costanza's parents*).



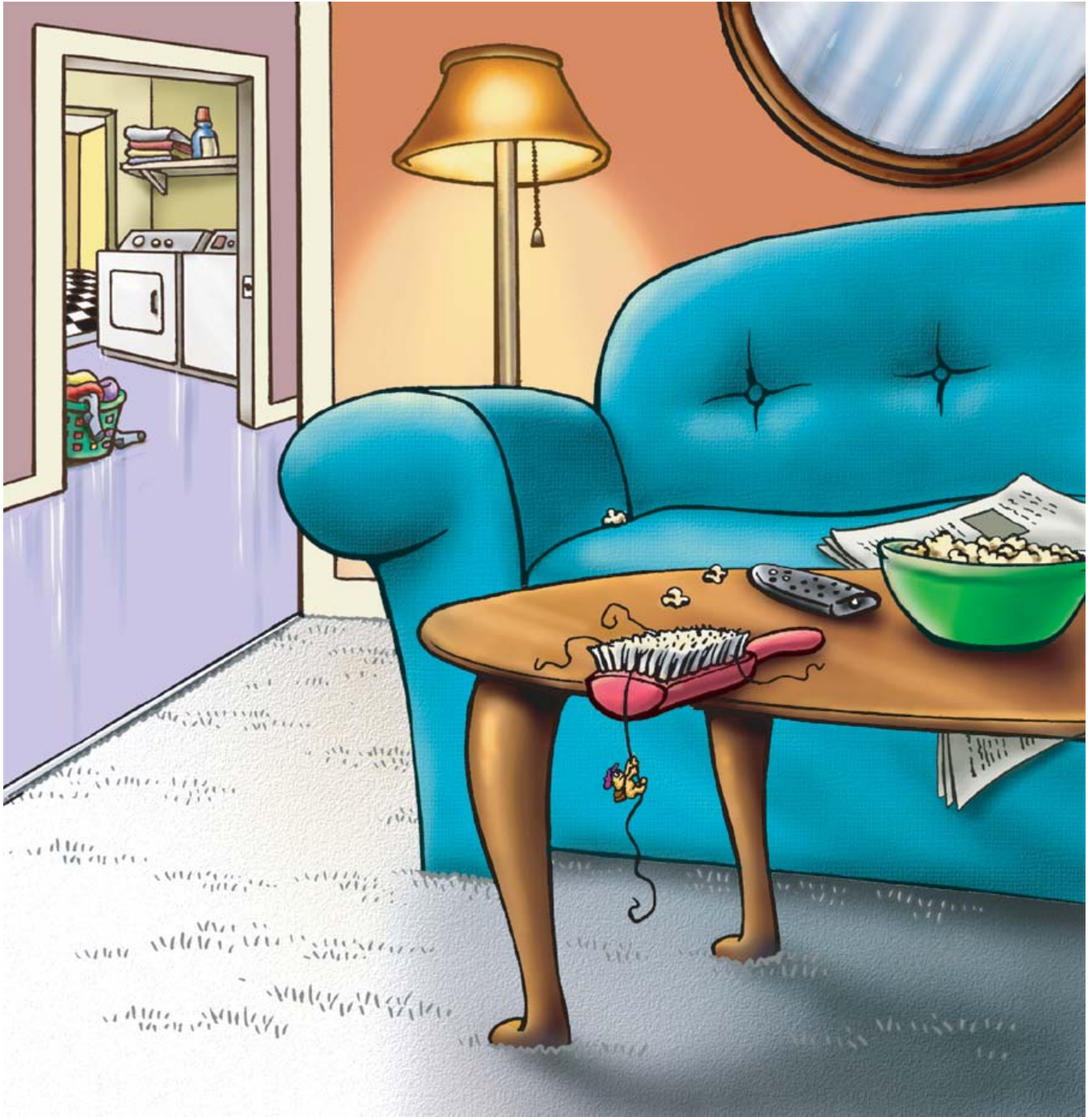
JOE CRUMB™

The Kitchen...



JOE CRUMB™

The Family Room...





Sample Episodes

The Great Escape

After being dumped onto the laundry room floor, Joe cannot convince the others to defy the Crumbtown Creed, "Maintain your position, maintain your place" and consequently must venture forth alone. Within moments, Berry, Stretch and Here-Boy are tossed into the laundry room garbage can. As Joe explores a nearby doll house and its inhabitants, Stretch and Berry decide they have to take action. They "shoot" Here-Boy out of the can in the hopes he will go for help. He finds Joe, they discover the sultry, mysterious La Sue, a piece of string from an international package, and together they free Berry and Stretch from the dreaded "Monsieur Garbage". Stretch is now begrudgingly indebted to Joe. Berry is enamored with the little crumb. Here-Boy still smells like liver and they've all defied the Creed of Crumbtown. There's no turning back now.

This Toaster Oven Must be Stopped!

A homicidal toaster oven is murdering innocent crumbs. The toaster tray, filled to the brim with burnt and victimized "stickers" and self-serving "droppers" is slated for a "cleaning out". The occupants are in frenzy. They refuse to work together citing their differences. Eventually Joe convinces them all to join together to think positively and after much convincing, they finally morph into a beautiful piece of toast. Tragedy is temporarily averted. But Joe must now convince the homeowners that the toaster oven is on a mission to destroy the entire household.

When the household is sleeping, the toaster oven sets his evil plot into motion short-circuiting at the plug and beginning a house fire. The batteries in the smoke alarm were absent-mindedly left out so Joe and his friends must alert the sleeping, unsuspecting house owners of the danger - not easy to do when you're the size of a crumb. After numerous failed attempts, Joe must make a dangerous decision to somehow climb up the wall and into the smoke alarm to set off the trigger. In the end, the alarm sounds and the homeowners awaken. The toaster oven is destroyed but the homeowners come to the perplexing realization that the alarm contained no batteries... how did the alarm sound?





Sample Episodes

The Audition

When "Waxee" the headline jazz singer at the Dust Bowl Blues Café (the hot night spot under the refrigerator) leaves her job suddenly to run off and join a three-bean salad, the club manager conducts a search for the next singer. All of Crumbtown is abuzz with the prospect of being the next star. Berry wants desperately to audition but lacks the confidence to sing in front of others. Joe and Stretch are confident that they are what the club needs and become obsessed with the competition. After exhaustive searches the manager gives up on ever finding a replacement.

Meanwhile... after a frightening confrontation with a Dustbuster™, a young crumb is shaken and in need of comfort. Berry consoles her with a beautiful lullaby. Joe overhears, the club manager overhears, all of Crumbtown overhears and a star is born. *(Nnenna Freelon the 5 time Grammy nominated jazz singer has expressed a desire to provide the voice for Berry.)*



Give Yourself Up or the Chip Gets It

Chip, the wise hip-hop potato chip on top of the refrigerator has been "crumbnapped" by "Aaaaack!" the roach commander and his revolting roach brigade looking for a ransom. They are a despicable bunch... their demand... for Joe to give himself up to them (He's been empowering the crumbs and adversely affecting the roaches' food supply).

Despite his friends' resistance, Joe feels responsible for Chip's situation and secretly agrees to meet the roaches' demands. He ventures out into the dangerous night and on his way, he meets "Icarus" a sweet, gentle spirited roach who secretly dreams of being a butterfly and is ostracized for his eccentricities. After Joe is captured and the roaches refuse to release Chip, Icarus alerts the rest of the group and he and Berry lead the entire crumb community in defeating the roaches and sending them fleeing from the house.





Sample Episodes

The Battle of the Bands

There's a new rubber band in town. He's strong and cocky and full of stretch and showing off for all of Crumbtown, Stretch decides to prove he's as good a band as the young "whipper snapper" and challenges the new rubber band to a competition.

The group, sure that Stretch won't win, try and talk him out of it, but in the end, the competition takes place and the all of Crumbtown shows up to watch the action. The new rubber band does indeed win, in grand fashion, but as the spectators begin to leave, The "Monster from the Dark" makes his entrance and Stretch must put his experience to the test, as he tries to out think and outmaneuver the creature and save the new rubber band from a frightening demise.



Marge and Peppers Lonely Socks Club Man

At the "Patterns without Partners" meeting (a support group for lonely, single socks which meets weekly behind the dryer), a macho athletic sock has ventured into the mix and caused an uproar among the ladies.

It's up to young Joe to convince the jock sock to return to his wandering sole mate and end all the disruption. In the process, however, Joe takes a detour and gets a lesson on building his biceps and impressing women. It's up to Berry, Stretch and Here-Boy to knock some sense back into him.



You Like Me!

Here-boy is desperate to prove he's special (not just like all the other 59 biscuits in the box) in order to be chosen by the canine as a special treat. It's up to Berry, Joe Crumb and Stretch to help him get the canine's notice. Time and time again, they are thwarted in their attempts. They finally succeed in getting the dog's attention and a jubilant Here-boy is carried away. The comrades are sad that he is gone but rejoice at his success. Little do they know, the dog has actually carried Here-boy outside and buried him in the yard. Here-boy digs himself out and once again returns to his friends. He is depressed but they are overjoyed to have their friend rejoin them.





Sample Episodes

My Imaginary Friends

The "smallest one" at 1662 Periwinkle Drive is beginning to get suspicious. She has watched a muffin fall into pieces on the counter and then re-form. She has noticed Berry's tattoo left behind in unexpected places. She has seen toy cars tied to the stair banister and dental floss hanging from lamps. The older humans in the household discount her comments as the result of her vivid imagination and "imaginary friends". But one morning she accidentally places her milk glass on top of Joe Crumb and the bottom of the glass magnifies his tiny body. She confronts Joe and his crew with what she knows. She attempts to befriend the crew but only Joe trusts her. When she saves an entire crumb family from a date with the Dustbuster™ all of Crumbtown finally accepts her as their friend. She gives our four safe haven in her Polly Pocket™ house.

The Flood of 1662... Periwinkle Drive

After the humans at 1662 Periwinkle Drive have gone to bed, the cat in the house accidentally bumps the kitchen faucet into the "on" position and simultaneously knocks a dish towel into the sink clogging up the drain. As the sink overflows and threatens to destroy thousands of innocent crumbs, Joe must rescue his friends and alert the lady with the pink fingernails of the impending flood.

I Have a Spray Bottle and I am not Afraid to Use it

The liquid soldiers (antibacterial spray cleansers) are on a mission to eliminate all of the crumbs. Joe must find a way to stop them.

JOE CRUMB™



"Joe Crumb"



"Here-boy"



"Berry"

"Stretch"

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 unique and illuminating perspectives.

Boggle-Goggle Enterprises is a proven entity in the children's entertainment market. Its first product, "Pinatta's View – A Trip to the Dentist" was awarded the **Oppenheim Toy Portfolio Gold Seal Award 2002**, the **Dr. Toy Award for Best Vacation Product 2003**, the **Aegis Award** and **US film and Video Festival Award** and selected as the "Video of the Month" in the September 2003 issue of *Parenting Magazine* in the 3-5 age category. Exclusively conceived, composed and scripted by Boggle-Goggle Enterprises, "Pinatta's View" is the first in a projected series of videos/DVDs that focuses on preparing preschool children for challenging, new experiences. Utilizing catchy, original music, lovable puppets and a unique kid's-eye perspective, this video was designed to help children practice and prepare for their first dental checkup.

"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, Massachusetts.

Boggle-Goggle Enterprises, LLC

Contact: Karen D. Miller, Business Development
60 Thoreau Street
PMB #205
Concord, MA 01742

Phone: 508-653-7915
Cell: 508-561-0484
e-mail: karen@pinatta.com





Boggle-Goggle Enterprises, LLC

Contact: Karen D. Miller, Business Development
60 Thoreau Street
PMB #205
Concord, MA 01742

Phone: 508-653-7915
Cell: 508-561-0484
e-mail: karen@pinatta.com