

LIVE FROM SILVER CITY

# SILVERS

RAY,  
WESTON

AND

DEE

AND OPEN  
THE

MUST  
DEFEAT

SONIC  
PORTAL

THE

"SILVER SPOONS"





# SILVERS

**CREATED BY DREW YOUNGS AND JOHN MCKAY  
FROM AN ORIGINAL IDEA BY DREW YOUNGS**

An unlikely trio of kids form a band in order to take down the schools bullies. With a musical guru guiding them from a sonic portal, they learn how to survive tween angst and discover the secrets of rock and roll.

13 x 22 minute episodes /  
9 - 13 year old target demographic

Animation Series hybrid style  
3D backgrounds with 2D character  
animation



## CONCEPT:

Strong aspirational focus on musicality, with both physical and digital instruments being championed



Cutting humour, deep portrayal of emotion and relatable moral dilemmas.

## THEMES:



Confronting bullying, online and real life.  
Showing variations of family structure with an emphasis on inclusivity.  
Challenging the ideals of body image and gender stereotypes in the tween age bracket by building on skills, passions and talents rather than continuing the status quo



## FINANCIAL INCENTIVES:

The New Zealand Government offers generous incentives to New Zealand productions and official co-productions. For New Zealand productions and official co-productions, the NZSPG offers a cash grant equivalent to 40% of Qualifying New Zealand Production Expenditure (QNZPE).

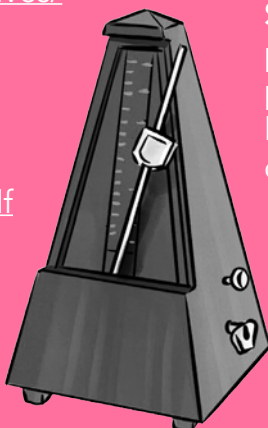


## FOR MORE INFO:

<http://www.filmnz.com/financial-incentives/new-zealand-co-productions>

## THE BIBLE:

<http://powgroup.nz/wp-content/uploads/2017/09/SILVERS-BIBLE-WEB.pdf>



## ONLINE CONTENT AVENUES:

The hyper realistic 3D environment and 2D animated characters are ready for social gaming expansion. Potential for "play along" musical apps in a burgeoning bracket of new mobile technology users.

## CONSUMER PRODUCT LICENSING AVENUES:

Strong apparel aesthetic. Identifies an opportunity for musical instruments to be brought back into the market with cross branded collaboration as an angle. Potential for concept extension into publishing, with tweens being engaged readers.



## ABOUT MAKERS:

**Silvers** is a Co Production between POW Studios and Silvers Surf City LLC.

**POW Studios** is a production company based in Wellington, New Zealand. POW specialise in animation projects and provide full services from script to screen. POW operate in the global market and are actively seeking quality co-production partners for our projects.

**Silvers Surf City LLC** is a production company based in San Francisco, U.S.A. Principals Mick Orton and Drew Youngs have a long and varied career in music and musical production.

POW Studios Limited  
Wellington  
New Zealand  
Ph. +6449097937  
[www.powpost.co.nz](http://www.powpost.co.nz)  
[john@powpost.co.nz](mailto:john@powpost.co.nz)