



The Food Show For Kids

Executive Summary

DooF (F-o-o-D *backwards*) is an innovative new TV series about food for children ages 6 to 11. **DooF** aims to transform the way kids eat by making good food *fun* – and engaging kids and their parents in attractive alternatives to unhealthy eating. **DooF** entertains kids while introducing them to the path of food from source to table and the lifelong rewards of good, healthy cooking and eating.

More than 30 percent of American children ages 6 to 11 are overweight, and 15 percent are obese. Ads bombard children with messages promoting junk foods and beverages, and kids are more sedentary than ever. **DooF** fights back with positive images of cool kids, a safe and fun environment, dynamic adult characters, and a community of growers and chefs who share their knowledge and passion about food.

Intrinsic to **DooF** is the *food backwards* concept – taking food back to basics, back to tradition, back to the source. Using this guiding principle, we engage kids in the big picture while keeping the details crafty, friendly, and fun. On the show, the **DooF** Kids travel far and wide to collect ingredients. Then it's time to cook with help from well-known guest chefs like Alice Waters, Joey Altman, and Traci Des Jardins. **DooF** will empower kids to use all the tools at their disposal – from garden rakes to iPods – to forge healthier eating habits for the duration of their lives.

DooF is produced and targeted for PBS, which reaches nearly 90 million people each week through on-air and online content. 73 percent of PBS viewers said that PBS sets the standards of quality for television, and 66 percent feel that companies that support PBS have a commitment to quality and excellence. Moms, dads, and other caregivers trust PBS to provide entertaining and enlightening programming for their school-aged kids.

DooF is led by Mike Axinn, a film professional with credits on more than 30 feature films—including **Star Wars**, **Titanic**, **Fantastic Four**, and **Moulin Rouge**—and a writer for the BBC, KQED and other broadcast media. He was inspired to make **DooF** when he saw how much his two daughters loved to watch adult cooking shows. As Creator/Executive Producer, Axinn has assembled a dynamic group of top professionals from film, food, education, and health care communities.

Invitation

DooF is actively seeking partnerships with a select number of corporations and foundations. Please contact us for a comprehensive business plan and a DVD of episode highlights. You can also visit our website at www.foodbackwards.com.

Potential Benefits

- **Airtime** Affiliation with **DooF** on television.
- **Internet** Linkage to all on-line media.
- **Merchandizing** Participate in tie-ins & licensing.
- **Promotion** Visibility at numerous events.

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