

Executive Summary

● DooF, F-o-o-D backwards, is the new PBS-bound kids show that makes good food fun. We are currently seeking sponsors to complete our half-hour, 13-part series and for the licensing and marketing of DooF-related products.

● Obesity is the fastest-growing cause of illness and death in America today, with rates among children topping 20 percent in some parts of the country (New York Times, April 6, 2006). DooF tackles the problem head on by engaging, entertaining and changing the way children think about food through a world of growers, chefs and fun adult characters who share their knowledge and passion.



● DooF is led by Mike Axinn, an experienced film professional with credits on 29 features--including "Star Wars," "Titanic" and "Moulin Rouge"--and a writer for the BBC, KQED and other broadcast media. As Creator/Executive Producer, Axinn has assembled a dynamic group of industry professionals from the film, food, education and health care communities.

● DooF sponsors will include companies that market to kids and whose mission encourages the promotion of healthy lifestyles.

Potential benefits:

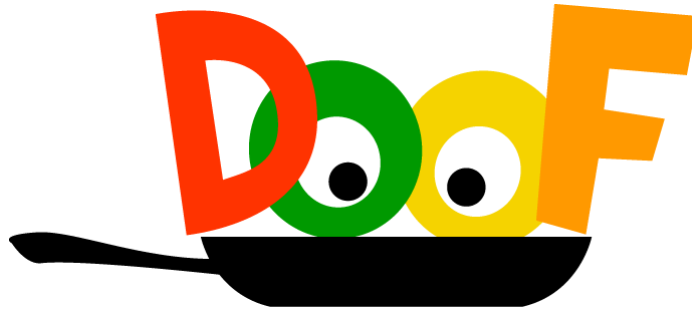
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| ▶ Airtime | Affiliation with DooF on PBS. |
| ▶ Internet | Linkage to all online media. |
| ▶ Merchandizing | Opportunity to participate in tie-ins and licensing. |
| ▶ Events | Visibility at health, education and promotional events. |



● DooF is actively seeking a select number of corporate sponsors and can provide a comprehensive business plan and a DVD of episode highlights. Visit our website at www.foodbackwards.com.

Mike Axinn
mike@foodbackwards.com

Making good food fun!



Mike Axinn

Our Team

- **Mike Axinn** *Creator/Executive Producer*

As creator/executive producer of the first children's food show to tackle obesity issues head-on, Mike has brought together a talented group from the upper echelons of the filmmaking, food and education communities. The DooF school outreach program, which he created with funding from Alameda County and the California Nutrition Network, uses DVDs and classroom intervention to show inner-city kids where food comes from. In creating DooF, Mike brings his experience from over 29 feature films, including "Star Wars," "Titanic," "Moulin Rouge" and "The English Patient." Recently, Mike was hired by Winton Dupont Films as a producer on three documentaries for the National Geographic Channel.



Chris Brown

- **Chris Brown** *Writer/Director/Cinematographer*

An award-winning independent filmmaker, Chris's films have screened throughout the world. His latest feature, "Scared New World," premiered at the 2005 Mill Valley Film Festival and was hailed by Variety as "solidly in the tradition of pioneer indie pics like Cassavetes' 'Shadows.'" Audencemag wrote, "It just goes to show what genius can do when pressed." Of his first full-length film, "Daughters," Variety said, "Something as genuinely unpretentious as Chris Brown's debut feature seems an anomaly." See www.chrisbrownfilms.com. This year Chris released an album of original songs, "Now That You're Fed," which rock critic and radio host Alan Haber calls "the front runner for album of the year in 2006. Flat-out brilliant... a stunning debut." See www.chrisbrowntunes.com.



Margo Hall

- **Margo Hall** *Writer/Producer/"Brenda Timebender"*

Margo is an award-winning actor, director and playwright who has performed at Arena Stage, A.C.T., Magic Theatre, Berkeley Repertory Theatre, Brava!, Word For Word, and numerous theaters around the country. Margo is also a founding member of the San Francisco Theater Troup Campo Santo. Her directorial debut, "Joyride," from the novel "Grand Avenue" by Greg Sarris, won numerous Bay Area awards. Her first writing project, the 2005 world premier of "The People's Temple" at Berkeley Repertory Theater, won the Glickman Award for the 2005 Best New Play in the BayArea and has since been performed at the Guthrie Theater in Minneapolis and the Perseverance Theatre in Juneau, Alaska. Margo was a part of a collaborative team of four writers who used survivor interviews and archival materials to explore the People's Temple movement and its tragic ending at Jonestown.

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Alan Tangren

● **Alan Tangren** *Writer/Food Director*

Following a brilliant run as Co-pastry Chef at Chez Panisse and a collaboration with Alice Waters on the cookbook, "Chez Panisse Fruit," Alan joined DooF to direct food operations and ensure that food is depicted with historical accuracy as well as the same attention to detail that enabled Chez Panisse to change the way we think about food. As Chez Panisse's forager (1991-97), he developed enduring relationships with farmers, some of which DooF now enjoys. He also served as sous chef for the Great Chefs Program at Mondavi Winery (1984-91) and worked alongside renowned chefs such as Paul Bocuse, Julia Child, Wolfgang Puck and Martha Stewart.



Doug Werby

● **Doug Werby** *Broadcast Creative Director/Segment Director and Editor*

Doug is the founder of several of the most prominent commercial production companies in San Francisco, including Pomegranit Editorial, Red Sky Interactive and Red Sky Films. In addition to working with numerous commercial clients like Macy's, E-Trade, KQED and the San Francisco Chronicle, Doug produced and edited the feature film, "Farmer and Chase," starring Ben Gazzara, Todd Field, and Lara Flynn Boyle.

See www.BallisticPictures.com.

● **Ethel Brennan** *Art Director/Education Coordinator*

The author and co-author of several cookbooks, including "The Children's Kitchen Garden," "Goat Cheese," "Citrus" and "Herbes de Provence," Ethel has worked as a food, prop and floral stylist for a wide range of print and video media, including Pottery Barn Kids and the San Francisco Chronicle. Before joining How Now Productions, she managed the gardening program at the East Bay French American School in Berkeley. Ethel worked closely with DooF Creator Mike Axinn to develop our educational outreach curriculum for the Oakland Unified School District.



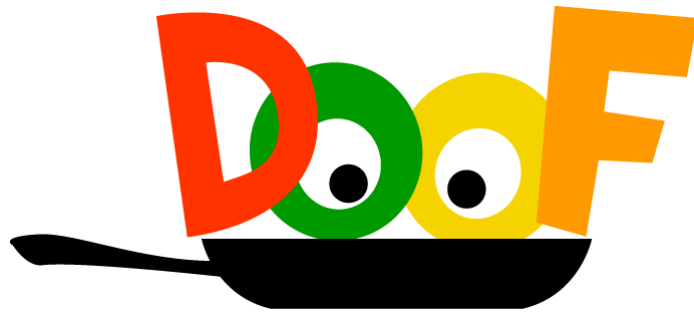
Ethel Brennan

● **Tommy Shepherd** *"Nefarious P"/Beat-Boxer*

Actor, playwright, b-boy, rapper, drummer, beat-boxer, Tommy recently performed in "One Window, by the Erika Shuch Performance Project. Credits as an actor, musical director and live vocal musician include "A Fist Of Roses" by Philip Kan Gotanda (Campo Santo Theater Troupe) and the upcoming "Blood in the Brain," a re-imagining of Hamlet by Naomi Izuka (Campo Santo and the California Shakespeare Theater). Tommy is a co-founder of the live hip-hop band Felonious and co-author and musical director of "Beatbox: A Raparetta (1999 New America Playwrights Festival, San Jose Rep). In 2001, he co-wrote the play, "Is Life A Dream?," with Dan Wolf and recently collaborated again with Wolf on "Stateless" (Intersection for the Arts, and Germany). A graduate of the Technical Theater and Actors Training Programs at the Pacific Conservatory for the Performing Arts, Shepherd has, for the past seven years, put his focus into mentoring youth in the Bay Area and helped start PARTY! (Performing Arts Reaching to Youth).



Tommy Shepherd



Episodes

● **One Bad Apple** The DooF Gang is busy figuring out what not to eat from their lunchboxes when Nefarious P bursts into the kitchen. A spin of the apple brings them to Oakland's Jack London Square Farmers' Market, where they discover an A to Z of apple varieties and which are best for baking. Turns out the untapped treasures of their own lunchboxes may be all they need to create the best after-school snack ever!
Recipe: Dutch Apple Pancake

● **The Mysterious Spontaneous Corn Incident** When a kernel of corn combusts on a windowsill, the Gang calls in Brenda Timebender and her magic handmirror to help them figure out where popcorn comes from. Brenda ushers them back 5,000 years to... a movie theatre? Not quite. Native Americans did invent popcorn, but it's up to the kids to invent their own new twist, with help from Brenda and our special guest corn expert Ignacio Chapela. *Recipe: Fire Roasted Corn*



● **A Beet You Can Eat** Nefarious P finds his "roots" as a "beet poet" and shows the DooF Gang how to "dig" something delicious in Grandpa Beeterpot's urban garden. Two "beet cops" put their donuts together in a madcap search for products "suspected" of containing beets. They shake down notorious beet suspect "Detroit Dark Red," by the stem that is, before subjecting him to the 212th degree--boiling him, slicing him and eating him.
Recipe: Bi-Color Beet Salad

● **To Bee or Not to Bee** bee-gins with a dive-bombing bee who sends the DooF Gang scurrying until Chef Bernt Crespi arrives and tames it with a kitchen implement. With the Gang in pursuit, the bee buzzes off in search of Roxana the beekeeper, who hires her bees out to pollinate an almond orchard. Back in the kitchen, Bernt shows the kids how to marry almonds and honey in a delicious Moroccan salad with oranges and fennel.
Recipe: Orange-Fennel-Almond Salad



● **The Magic Ingredient** Atchoo! As Brenda nurses a cold on the sofa, curious Katya takes a time out to explore the contents of her magic bag, drawing the Gang back to the 1940s and Grandma Sophie's recipe for chicken soup. Their search for a cure takes them to Saul's Deli, where the owner boils it down to basics. Armed with their "magic ingredient," the kids come up with a "souper" way to cure Brenda and fill their own bellies, too.
Recipe: Magical Chicken Soup

Making good food fun!