

RUBY SKYE P.I.

**An original
web series for
tweens**

**Mystery
Adventure
Comedy**

15 year old Ruby discovers that her neighbour has fallen victim to the “Nigerian” email scam. Ruby vows to get her money back. But the clues all lead in the wrong direction and Ruby finds herself losing friends fast! Can she solve the mystery and win back her friends?



Ruby Skye P.I.: The Spam Scam

A 12-part online mystery for kids and families.

Fifteen year old Ruby Skye sees mysteries wherever she looks. There's her best friend Griffin, who is lying about something, the new school janitor whose hands are a little too clean and quirky Mrs. Gooje who is strange at the best of times, but especially wacko now. When Ruby investigates, she discovers that Mrs. Gooje has fallen for an email scam. Ruby vows to get her money back. But how?

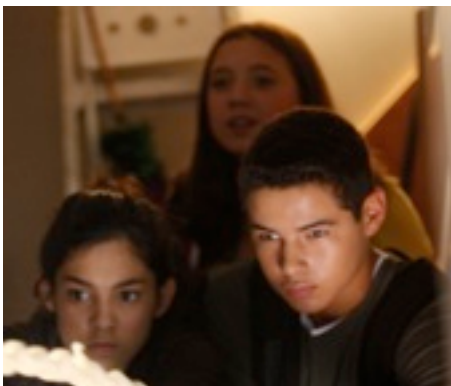
With the help of her sister, Hailey, Ruby traces the scam emails back to her school's computers. That's when things get complicated because who ever is running the scam has been in the school. Ruby is a gifted detective, but she has a jumping to conclusions

a little too quickly which gets her in a lot of hot water.

Ruby Skye P.I.: The Spam Scam is a comical, cliff-hanger riddled on-line detective series for family audiences.

Newcomer Madison Cheeatow is brilliant as Ruby Skye. Directed by Kelly Harms and written by Julie Strassman-Cohn and Jill Golick, Ruby Skye P.I. is produced by Golick, Karen Walton, Steven Golick and Kerry Young. The web series was made with the financial participation of the Independent Production Fund by Story2.OH.

Watch Ruby Skye P.I.: The Spam Scam at rubyskyepi.com and wherever fine video is shared.



Ruby Skye P.I. video is widely available:

YouTube	AOL Video
MingleMediaTV	Vimeo
DigitalChickTV	Daily Motion
Clicker	Roku
BlipTV	MetaCafe
KoldCastTV	eBaum's World
(beginning January 2011)	Mefedia
	Blinkx
Creala.TV (beginning February 2011)	VodPod
Yahoo	Boxee
	Veoh

Cast



Sixteen-year old Madison Cheeatow (Ruby) is a student at a Toronto performance arts school. Her love for performing started at an early age with various school stage plays and local musical productions. Ruby is her first professional role.



Toronto-born multi-talent Nawa Nicole Smith's (Ms Springer) film & television work includes The Stilwell Project, We Ate the Children Last, Nursing Communication Project, Body Language, Forensic Factor, Passion, and Vente.



Ali Adatia (Vinnie) has worked in commercials, independent films, theatre and television. He has appeared in Forbidden Science, Flashpoint, ET Canada, and co-stars in the science-fiction pilot, The Time Traveler.



Ruby Skye P.I. is 13 year old Marlee Maslove's (Hailey) second web series. She stars in Hailey Hacks, in which she teaches kids cool things they can do with their computers. Marlee live in Toronto and has performed extensively in musical theatre.



Fourteen-year old Kevin Gutierrez (Griffin) has always had a passion for acting, and has appeared in several school stage plays, a local musical, and commercials. In his spare time Kevin practices magic tricks and plays hockey and soccer.



Fourteen year old Elena Gorgevska (Diana) is already an award-winning actress, holding the 07-08 ACTCO Award for the Best Female Actress in a Drama. She has appeared in several short films, a Made-for-TV movie, and a lead in a feature film.



Team Ruby Skye P.I.

The team behind Ruby Skye P.I. include experienced and award winning television and film professionals. We have a vision of what it's like to be a kid and another one of how the entertainment business is changing in the digital era.

Jill Golick
Showrunner



Toronto's Jill Golick lives at the corner of TV and Digital. Combining deep experience in series television with a passion for social media and the latest digital tools, Jill is at the bleeding edge of the intersection between television and digital media. Dubbed the Godmother of Canadian New Media by Karen Walton, Golick is a true multiplatform story teller. As a screenwriter, Golick has more than 200 hours of produced television to her credit. As a new media creator, Jill has created, written and produced five cutting edge digital series. She speaks frequently at conferences and serves as the President of the Writers Guild of Canada. Story2oh@gmail.com

Kelly Harms
Director



Actor, writer, director and producer Kelly Harms originally hails from Alberta. Graduating from Film School in 1996, Kelly set off for New York City, where he studied with one of America's most respected acting instructors, Uta Hagen. Kelly is a graduate of the Directors Lab at the Canadian Film Centre. He directed the short films, The Outlaws of Missouri, GREEN and the award-winning CFC short, Cursing Hanley which premiered at the 2007 Toronto International Film Festival and screened at the Atlantic Film Festival and The Vancouver International Film Festival, Whistler Film Festival, Victoria Film Festival, Kingston Canadian Film Festival, among others.

Kerry Young
Producer



A former Vice President of Currency Trading for the BMO Nesbitt-Burns Group, Kerry holds a Bachelor of Arts in Film and Communications from McGill University. In 2004, Kerry left her "accidental success" in banking to pursue her true dream — working in film. Kerry co-produced Sharon Lewis' short film, Ritch — the runner-up for the Best Short Film at the 2006 Hollywood Black Film Festival. That same year, she co-produced two more short films: Miranda and Gordon, with Mark Lutz and Polly Shannon, and Do Not Bend for Bravo!FACT. Kerry produced the award-winning short film, Cursing Hanley as well as Green and Chili & Cheese: A Condimental Rift to her producing credits.

Steven Golick
Executive Producer



Steven Golick is a senior partner in the Insolvency and Restructuring Group of Osler Hoskin & Harcourt LLP. He practises in the areas of corporate reorganizations and workouts, bankruptcy, insolvency, debtor/creditor, and banking a financing. He has extensive experience in cross-border restructurings. He advises debtors, financial institutions, secured and unsecured creditors and purchasers. Steven is a director and the secretary and was a co-founder of Kids Help Phone. Kids Help Phone is Canada's only telephone and on line counselling service for youth. Before his law career Steven was a professional jazz pianist.

Karen Walton
Executive Producer



Karen is better known as a professional film and television writer. This whole Executive Producing thing is pretty cool though too, and she'll probably do a lot more of it, frankly. Best known for writing the irreverent, genre-bending cult horror hit, GINGER SNAPS, Karen Walton is acclaimed for her fresh takes on uniquely compelling characters and socially-conscious stories. Karen has since applied her unique sense of the sardonic to over a dozen American, Canadian and British features' development. Karen's television credits include Flashpoint, Queer as Folk, The Eleventh Hour, Drop the Beat, and two made for TV movies, The Marilyn Bell Story and The Many Trials of One Jane Doe.



Coming Soon!

Get ready! Ruby and friends are coming to your bookstore, your iPhone, your TV reaching the tween demographic at school and at home. Ruby Skye P.I. is conceived of a transmedia world, with stories presented on many platforms.

Web series

- 2 all new mysteries to be shot summer 2011
- 2 more in 2012

Education

- Media literacy teaching guide
- Video content on DVD and flash drive
- classroom activities
- available 2011
- new material annually

Apps

- iPhone app in 2011
- iPad and other mobile apps to follow

Novels

- first Ruby Skye P.I. novel in development now for delivery 2011
- new books in response to market demand
- appropriate for school reading
- original mysteries (not web series content repurposed)
- for 8-12 year old readers
- available as audiobooks and for kindles and other reading devices

Gaming

- New social games added to website twice/year

Cookbook

- Ruby's Brownie Recipes and other Mysteriously Delicious Recipes
- cooking for kids
- compilation of online recipes

Web Comic

- Shorter stories focused on the funny
- featuring Ruby and little sister Hailey
- Digital distribution

FROM THE CREATOR

Story can nourish the mind and soul or it can be empty calories. With Ruby Skye P.I. we are building a great entertainment vehicle dense in nutritional value: delicious and filled with ideas and meaning. We want to engage kids' imaginations and get them thinking.

Harry Potter proves that kids have long attention spans for great stories. They don't need jolts per minute or MTV cutting to hold their attention through 600 page books - just a great story rich in detail, humour, action and well-drawn characters.

Our goal at Ruby Skye P.I. is to respect kids' intelligence and fuel their imaginations.

We want our characters to look like real kids. We know kids are bombarded with media images of people with perfect hair and perfect bodies clothed in outfits put together by Hollywood stylists. We want our kids to look real.

We want them to be smart kids too. Independent and able to solve their own problems. Especially the girls.

We want to introduce kids to great organizations that are working for the greater good -- environmental, pro-social and kid-focused causes. With Ruby Skye P.I., we aim to show kids how they can make the world a better place.

At the same time, we want to tell great stories filled with characters kids will come to love because there is nothing better than getting lost in an imaginary world.

We want Ruby Skye P.I. stories to be the kind that parents enjoy along with their kids. We want to provide educators with teachable moments and adding lesson plans and activities that make Ruby Skye P.I. welcome in classrooms everywhere.

These are lofty goals and we hope you'll join us in achieving them.

Ruby Skye P.I. Values



girl power

optimism

laughter

independence

friendship

helping others

saving the world

chocolate (mm brownies!)



There are a few things every detective needs: sharp senses, intuition, curiosity, determination, an understanding of human nature and the ability to put all the clues together to tell a story.

Ruby Skye

Ju G—

Jill Golick⁶

Story20H@gmail.com





For more information:

Jill Golick

Story2.OH

Story2OH@gmail.com

416 538-6509