



Animated Picture Book Series



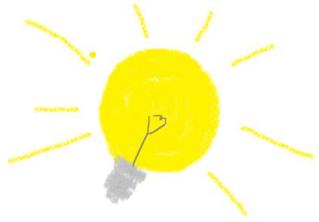
Curious Little Labs Inc.

# INTRODUCTION

'Mike, Meela and the Magic Rhyme' is a fun-filled animated picture book series for boys and girls aged 4-7 years about a brother and sister, and how they solve everyday problems using magic to make the things they draw real!

Each story will explore nature and the creatures that live all around us, as well as encourage children to love and help others and inspire them to draw and develop empathy too!





Mike and Meela are given a special magical gift after selflessly helping a fairy, the ability to turn anything they draw into real things.

Every story revolves around the children finding an animal in trouble and using their magical skill to help. They must work together as a team to help solve these problems, as well as be creative to come up with a solution. Through the stories we hope kids will learn a love of nature and how important it is to care for the environment.



# EDUTAINMENT

Each story has an educational element as well as being entertaining and interactive. For young readers, interaction with a story helps in their learning and makes them feel part of Mike and Meela's world. At the end of each story there is a drawing suggestion to help continue their adventure.

These act as a guide for kids to learn to draw an object that is linked to the story and its characters, which lets the story continue onto the real world.

Through Mike, Meela and the Magic Rhyme series we want to offer great storytelling with strong and meaningful messages as well as an interactive element, both of which are baked into the premise of the story.





# THE SETTING



The story is set around Hue Land, a colourful little town where Mike and Meela live with their parents in an old cottage close to the forest. There are not many human residents but there certainly are a lot of animals! We meet all sorts of creatures, animals from town, the farm and the woods all of which are friendly, delightful and often in trouble.

This is a story series about Mike and Meela and the adventures they have...

# CHARACTERS

## Mike



He is 5 and easy-going. He is very good at drawing but doesn't think it's strange or amazing, just something fun he can do and he loves learning new art skills.

Mike is not overly confident and stays in Meela's shadow a lot where it is safe, but he is kind and curious. Even though Meela is smarter, when it comes to complex problems, it's usually Mike who comes up with 'out of the box' creative solutions.

# CHARACTERS

## Meela

Meela is 7 and she's the wisest of them. She's very calm and organised, and is better at analyzing the situation. She can seem like a mature adult, but she's not without her fun side, oh no!

Meela will never walk past anyone who needs help.

In terms of artistic ability, she's not as good as her kid brother. She will represent the average kid who thinks they cannot draw at all and would not normally bother, but as Meela says, 'It doesn't have to be perfect, just have a go.' And she always does, having fun trying.



# TITLES

## EPISODE 1 - MIKE MEELA AND THE MAGIC RHYME

This book is the introduction to the series and is about how the kids got their magical skill. In this story, Mike and Meela help a young fairy, who got stuck in their home, to go back to the fairy world by combining Mike's drawing skills and the fairy's magic power. Delighted at the kids' effort, the Queen fairy gifts them with the Magic Power of Art.



# TITLES

## EPISODE 2 - THE BEAVER FAMILY

In this book, Mike and Meela come across a beaver family who are struggling to keep their lodge watertight. Realising that all the trees around the riverbed are cut down by humans, Mike and Meela decide to help them by drawing more trees and magically making it real.

The Beaver Family



# TITLES

## EPISODE 3 - THE FOX AND THE FLOOD

This story finds Mike and Meela rushing to help a Fox mum to save her stranded cub after heavy rain causes the river to flood, trapping mum on one side and the cub on an island in the middle of the fast-flowing water.

The Fox and the Flood



# TITLES

## EPISODE 4 - THE SCAMPS

Mike and Meela come to the aid of three little cheeky rabbits who have become lost and trapped in a dark cave. Drawing a lantern to light their way Mike and Meela can save the day!



# TITLES

## EPISODE 5 - THE KITTEN WITH A BIG DREAM

When birds start eating all of Dad's crops, Mike and Meela offer to build a scarecrow. They are side-tracked through when they stumble upon a little lost kitten who has been kicked out of her home for singing too loudly. Mike and Meela encourage Kitty to follow her dreams, drawing her a microphone and inadvertently scaring the birds off at the same time!



# TITLES

## EPISODE 6 - THE TANGLED TURTLE

A visit to the beach teaches our heroes about the issues of litter in the sea when a turtle becomes tangled in a net as the tide starts to come in. Mike and Meela draw scissors to cut turtle free and help tidy the beach so it's safer for wildlife too.

The Tangled Turtle



# FORMATS

## VIDEO

- Producer - Curious Little Labs
- Duration - 6 x 11 minutes with a new episode being made available every month
- Target Audience - Boys and girls 4 -7 years
- Format - H.264 - MP4
- Production Year - 2021
- Languages Available - English



# FORMATS

## E-BOOK

- Format - Non-interactive PDF
- Languages Available - English

## AUDIO BOOK

- Format - MP3
- Languages Available - English



# Licensing Enquiries

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Edutainment Licensing

[www.edutainmentlicensing.com](http://www.edutainmentlicensing.com)

