

MEDIA KIT

Wendy

26 x 26' HD





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1. CONCEPT OF THE PROGRAM

For the millions of girls around the world who love horses ...

... here comes WENDY!

An animated horse & rider television series for 6-10 year old girls

It's a fact. Little girls love horses. No one knows precisely why... they just do. So it's about time they were given what they want: a TV show chockfull of horses. Make it a thrilling series of horse & rider adventures with lots of soapy teen drama & comedy thrown in for fun... and it'll be a dream show come true!

This is what Wendy, the new animated series, has in store for preteen girls. It celebrates their love of horses by giving them a teenage heroine they can really relate to, someone who shares their passion for these animals: Wendy, the star of the show.

The series focuses on her and the extraordinary life she leads in her equestrian-centric world. At 15, she's already an accomplished show-jumper. Lucky for her, she lives at Rose Valley Stables – the stables, riding school and stud farm, owned and operated by her father – where there are always horses galore!

It's in this unique milieu that Wendy and her horse-loving friends get involved in many of their adventures. The equestrian world is a hotbed of intrigue. Life around the stables is full of gossip and crises, romance, rivalries and great camaraderie. Riding competitions have built-in suspense and high stakes, where dreams can be crushed but also achieved. And anyone who knows horses knows how exciting and unpredictable they can be. Then again, so are teens!

So... there's no shortage of dramas in this equestrian world or in the 'real' world beyond it, of schools and shops and other teenage haunts. But no matter how tough or confusing or crazy things might get, Wendy wouldn't trade her life for anything. Not so long as it's full of her friends and beloved horses. With the strength and inspiration they give her, she's willing to jump any hurdle on the road to growing up and achieving her dreams...



1. CONCEPT OF THE PROGRAM

FROM PRINT TO SCREEN

For two decades and still running, Wendy has been a hugely successful comic book series, charting the horse & rider adventures of its teenage heroine. Now its European publishers are joining forces with one of Scotland's leading animation companies to bring Wendy to television in an animated series of 26 x 26 minute episodes for 6 to 10 year old girls.

In adapting the comics to TV, great care is being taken to preserve Wendy's simple but winning formula: horses x horses + girls + boys = bestseller. The magic ingredient that makes the series work is realism. Wendy's world isn't a place of fantasy. It's an accurate and authentic representation of the real equestrian world. This is crucial to the comics' success because their readership knows this world very well – whether they have horses of their own or they're just fascinated by them and enjoy learning everything they can about them.

The TV series maintains the comics' commitment to realism and stays true to its winning formula. Where it differs is in its focus, which is honed on a smaller cast of main characters: Wendy and a select band of teens. Stories are generated by them, as individuals with a myriad of motivations, and their relationships with each other, their horses and the unique world in which they live, work and play. Also, unlike the comics, the TV series is not serialized. Each episode is a standalone (although every season of 26 episodes will have subtle character and relationship arcs).

What's most exciting about the TV series is that it has literally hundreds of stories to adapt to the screen, thanks to the seventeen years the comic books have been in publication. This massive story archive not only guarantees series longevity, but also well-planned character development and story continuity ... for at least seventeen TV seasons to come!



2. THE STORIES

SAMPLE EPISODES

The TV series will be making full use of the huge archive that's been amassed in seventeen years of comic books. We'll also be creating new stories that will be woven into the series' overall history (as will be the case with new characters like Christian, who's partly an original creation and partly an amalgamation of two characters briefly seen in the comics.)

One of the greatest advantages of the archive is that it allows us to devise Season One in its entirety before script production even begins. All 26 episodes are currently being chosen and adapted to fit a broad seasonal arc (not reliant on serialization but rather a loose chronology). This entails going back to the early years of the comics and cherry-picking the best stories to introduce the series and the characters to a television audience.

Our main characters are being introduced at the start of their fictional lives, and developed over time, more or less in line with their histories in the comics. Though they never age, their experiences do accumulate and impact on their character's personal arc. They've all had moments of drama and achievement, loss and tragedy, relationship conflicts and crises; the highlights and lowlights of which we'll be seeing, adapted fresh and new, in the first season, and subsequent seasons, of the TV series.

EPISODE STRUCTURE

Plot A is action-oriented with a central theme and clear conflict. It's almost always equestrian-centric with Wendy at the forefront and, ultimately, the problem solver. It also reveals much about our main characters as they react to the situations they find themselves in and, to varying degrees, develops their character and relationship arcs.

Plot B provides comic relief or a counterpoint to the Plot A's central theme. It always features a Principal or Secondary cast member, but there is more freedom in Plot B's to shine the spotlight on individuals, and explore other, non-equestrian issues.



3. SAMPLE EPISODES

FALL FROM GRACE

Introducing Christian! The best riders at Rose Valley Stables are invited to attend a weekend jump-training course at Westwald. Wendy, Jerry, and Tanja are all keen to impress the trainer, who's from the National Junior Show-jumping Team. During the course, they get to know one of the other riders: Christian Decker. He charms them all, especially Wendy. What she doesn't know is that he's singled her out as his chief rival and is plotting to get her kicked off the course. His plan works because she's so smitten with him she doesn't suspect he's setting her up (to get caught cheating). When she realises what he's done but can't prove it, she plots revenge. Then she finds out why he's so desperate to win: his parents, former Olympic show-jumpers, are putting him under intolerable pressure. She decides not to go through with her plans, thinking she'll never see him again after the weekend ... only for him to turn up at Rose Valley Stables, where he is going to be boarding his horse Sultan from now on!

HAPPY TRAILS

Wendy and her friends get more adventure than they bargained for on a weekend trail ride. They're chaperoned by Flavio and Claire, who find the responsibility of looking after the teens increasingly trying. The trail ride is challenging enough but there's also plenty of bickering, complaining and very silly teenage behaviour going on. The situation worsens when a campfire ghost story turns into a real life haunting and a ghostly white spectre appears, scaring the bejeebies out of everyone. End result: the group gets lost in the woods, somebody gets hurt, the weather turns stormy, the spectre returns and spooks the horses, and the only person who keeps her head in the ensuing panic is ... Wendy.



3. SAMPLE EPISODES

RECKLESS

Pre-Pablo. Novice rider Carrie makes the grave mistake of thinking she can graduate from riding ponies to horses – and has a go on Penny while Wendy happens to be away. When Wendy returns she's devastated to learn Penny has been injured and it's her little sister's fault. Carrie is desperate to make it up to Wendy but what can she do? Their relationship is severely strained as the two girls try to work through their feelings. Meanwhile Wendy is left without a horse. She decides to train on Domino, despite Gunnar advising her not to ride him because he's too strong for her. She stubbornly persists and enters a competition with the horse. She can't control him and they end up having a really rough ride, in which Domino sustains a minor injury. Realising how her behaviour has mirrored Carrie's, Wendy makes amends by helping Carrie find a pony of her own – Pablo.

THE FOX

Conflict breaks out between trail bike riders and horse riders when the two groups cross paths in the woods. Wendy is surprised to find Jerry, Robin and Oliver among the bikers – and seriously annoyed when Jerry hits a fox while on his bike. To make matters worse, he hit it in order to avoid colliding with a horse and rider. She can't imagine ever forgiving him. But then he reveals a whole other side to himself when he insists on helping her tend to the injured fox. His remorse softens her attitude and the two grow closer than ever before... until Jerry finds out that Wendy is leading a campaign to have trail biking banned from the area. Hostilities resume, which Wendy realises can only be resolved by finding a compromise solution to the horse & bike war.



3. SAMPLE EPISODES

TRUE COLOURS

While out on a hack, Wendy and Bianca find a lost horse, which is dishevelled and half-starved. It's a mystery to them where the horse came from and who it belongs to, but one thing's for sure: beneath the mud is a very high quality horse. They take it back to Rose Valley Stables to feed, water and clean up but when they give it a bath they discover an even greater mystery: the horse has been painted to cover its true colours! It doesn't take a detective to figure out someone has been trying to disguise a valuable horse but Wendy and Bianca know they have to get Inspector Kramer involved in the mystery to help them solve it. What they eventually find out leads them to one of Wendy's all-time riding heroes, who's been on a desperate search for his stolen horse.



4. CHARACTERS ★ PRINCIPALS

WENDY THORBURN (15)

Wendy is the kind of girl who makes a great best friend, with her big heart and positive approach to life. Modern and fun loving, she likes hanging out with her mates and has enjoyed plenty of romances, but she still hasn't met the boy of her dreams – as far as she knows! She's not very academic but doesn't dislike school. She's just not as interested in it as she is in horses.

Horses are her passion and she has a special way with them that some people call 'uncanny'. In fact she finds it easier to relate to them; partly because they give her so much unconditional love and joy but also because she doesn't doubt herself or feel insecure in their company. Not that she's not a 'people person' – she's definitely a sociable girl! But like any teenager (or anybody for that matter), she sometimes finds it difficult to negotiate the complex, murky world of human beings. When it all gets to be a bit too much she seeks solace in the animal world. Her horses, in particular, imbue her with the strength and clarity of mind to face any personal issues she might be having.

Her chief ambition is to ride in the junior international team, and one day become a world-class show-jumper. At the moment she rides in affiliated competitions and is constantly working to further her riding abilities and career. The goals of an athlete, however, can conflict with the demands of daily life, and sometimes Wendy is torn between these two realities. She tries hard not to neglect her family and friends, or her schooling, but every now and then she gets her priorities mixed up in favour of her horses and sport. As is so common in life, this is usually when a crisis occurs that knocks the sense back into her!

Her life may seem idyllic at Rose Valley Stables – the stables, stud farm and riding school owned by her father Gunnar – but it isn't always easy. She shoulders a lot of responsibilities being a daughter of the 'boss', and is expected to do her fair share of stable yard chores, as well as take visitors on tours and out on pleasure rides (hacks). As a representative of the family business, she's also expected to cope well when problems arise. She always tries to help sort things out but it's not ▶





4. CHARACTERS ★ PRINCIPALS

► surprising she occasionally messes up. She is a teenager, after all, and sometimes her heart overrules her head and she acts before she thinks. What sets her apart from so many kids her age is her willingness to learn from her mistakes and make amends for them, if need be.

She gets on well with most people, especially her best friend Bianca, and she's very fond and protective of her adopted sister Carrie. Her least favourite people are her cousin Vanessa and arch-rival Christian. And although she seems content being 'just friends' with Jerry, he is, in fact, the one boy who could win her heart... if only they would put aside their riding rivalry and open their eyes to their mutual attraction!





4. CHARACTERS ★ PRINCIPALS

CARRIE THORBURN (13)

Carrie is Wendy's adopted sister. A bright, happy girl, she's always up for an adventure and everything is a learning curve for her. Like Wendy, she's loyal to her friends and has a good sense of right and wrong, but she can be a brat at times, as well as moody and thoughtless. She's bright at school, though never top of the class, and occasionally needs guidance from Wendy and their parents.

Previous to the series, Carrie's birth mother was best friends with Wendy's mother. Carrie was adopted by the Thorsteegs after her mother died following a long illness. It was a tough and confusing time for Carrie but she survived it with the support of the Thorsteegs and her cousin-by-adoption, Vanessa.

Carrie hasn't been with the Thorburns for long (at the start of the series) but she's settled in well and become a cherished member of the family. She really admires Wendy and tries to emulate her but she also wants to be her own person. Her 'little sister syndrome' sometimes causes her to resent Wendy but they do love each other despite their occasional squabbles. A novice rider, Carrie's learning fast – thanks in large part to Wendy's instruction – on her much-loved pony, Pablo.





4. CHARACTERS ★ PRINCIPALS

BIANCA KRAMER (16)

Bianca and Wendy have been best friends since they were in pre-school. They share all their secrets and provide a shoulder for each other to cry on. They may fall out from time to time, as all best friends do, but they always make up again.

Bianca is a sensible, responsible girl who doesn't like to let people down. She gets her helpful nature from her father, Hans Kramer, the local police inspector (a very handy connection when she and Wendy have some of their adventures involving villains!).

She regularly rides at Rose Valley Stables, enjoys acting in plays at school and taking part in swimming competitions (which she often wins). She doesn't really know what she wants to do in life, except that she doesn't want to be a competitive rider like Wendy. Her uncertainty can divide her and Wendy at times because Wendy is so sure of her own future. Bianca seems happy to figure out her own path but Wendy worries that Bianca's pragmatic nature will cause her to forfeit any dreams she may have and settle for a safe but dull life.





4. CHARACTERS ★ PRINCIPALS

VANESSA MAHLER (15)

Vanessa is Wendy's 'Paris Hilton type' cousin. She loves fashion and boys – and her stunning Arab, Tarik. She's a natural born diva who believes she's destined to be famous as a model, singer and actress. She actually has the potential to achieve all these things, but her lack of humility and grace tends to scupper her and she's often brought back down to earth with a bump.

Her drama queen antics add a lot of humour to the series but she's not as shallow as she appears. She has a softer, more caring side, which she reveals whenever loved ones are in trouble, or if any stricken animals need her help.

Vanessa's father walked out when she was a child and her mother has since remarried the father of the twins, Tanja and Robin. Vanessa is extremely close to Tanja, cares about Robin very much, and is quite fond of cousin Carrie. However, she doesn't get along with Wendy at all. She won't admit it but she's always competing with Wendy to be the most popular, most admired, most everything. To her annoyance, it's a one-sided rivalry. The only competition Wendy takes seriously is in show-jumping. Vanessa is just a loopy airhead and occasional irritant to her.





4. CHARACTERS ★ PRINCIPALS

JERRY KELLERMANN (15)

Jerry is the kind of tall, dark, handsome guy who'd be insufferable if he wasn't so decent and kind at heart. He has a delightfully deadpan sense of humour (that less perceptive people often fail to realise) but can be moody and aloof at times. Some people think he's arrogant but in fact he's just honest and straightforward, if a little blunt in his opinions.

He's mature for his age and steadfast in his loyalty to his friends but when it comes to girls... almost unbelievably, he's a bit scared of them. This doesn't stop him having girlfriends but he's the first to break things off if they muddle him up and cost him his concentration in competitions.

He competes at the same level as Wendy, and has the same potential as she does to be a champion show-jumper. This has created a rivalry between them that can be quite intense (although they do support each other when it really counts). It's also prevented them from realising they're actually very attracted to each other. Everybody else suspects this, though, and sometimes wish they'd just get over themselves and go out on a date!





4. CHARACTERS ★ PRINCIPALS

CHRISTIAN DECKER (15)

Christian is the 'anti-Wendy', the proverbial 'thorn' in Wendy's side. He seriously challenges her on occasion, and brings out the best and worst in her.

He liveryes his horse, Sultan, at Rose Valley Stables, and is a good rider, competing at Wendy's level, but because Sultan is such a great horse, doubts are sometimes cast on his own abilities. His father is one of Gunnar's best friends from childhood and both his parents were Olympic show-jumping champions. They put a huge amount of pressure on Christian to win but he'll never live up to their impossible expectations. This makes him feel powerless and driven by rage.

Like Jerry, he's a tall, handsome boy but blonde instead of dark, and just as appealing to girls. Highly intelligent and well-educated, he appears to be charming, funny and self-effacing but is in fact a master manipulator. He's extremely good at perceiving people's insecurities and ruthlessly exploiting them to get what he wants. Usually this is to give him the edge in competitions but not exclusively. He can charm anyone if he puts his mind to it, even Wendy.

He sees her as his biggest threat, competitively and socially, because she sees through his façade to the truth of him. This is why he makes it his mission to discredit her – at any and every opportunity – but always subtly so as not to alienate his peers, who also happen to be her friends.





4. CHARACTERS ★ HORSES & PETS

One of the best features of the comics – and a big factor in their success – is how realistically and accurately the horses, pets and all other animals are portrayed. This is intrinsic to the television series as well. All our animals are real. They do NOT speak. But they do have distinct characteristics and personalities, and play their own crucial roles in our stories.

Most of the people in Wendy's world have their own horses, and some also have pets. The animals we'll get to know best belong to our main characters:



Wendy has two horses. PENNY, an Hanoverian, is a top class show-jumper with a great temperament for competition and pleasure riding alike. Wendy and Penny have won many prestigious events in their time, and they're working towards a place on the national junior show-jumping team.



Wendy's second horse, DIXIE is a pinto and ridden in the Western tradition. She was badly treated by a man in the past so she generally doesn't like men. She can also be a bit skittish and has been known to get jealous when Wendy spends more time with Penny. Although Dixie has the ability to go far in Western competitions, Wendy prefers to compete with her at low level just for fun.

Wendy also has a mongrel dog called WUSCHEL, a stray until the Thorburns took him in. He's been known to ride on the back of a horse and can often tell when a person is up to no good. Wendy relies on his sixth sense on occasion.



Carrie is new to riding at the start of the series. Her pony, PABLO, is a good little show-jumper and a great 'starter pony' for a novice rider. Carrie also has a Jack Russell terrier called PATCH, who's full of energy and mischief, likes chasing cats and chewing newspaper and slippers. ▶





4. CHARACTERS ★ HORSES & PETS



★ TARIK ★

► Vanessa loves her Arab stallion, TARIK, an absolutely stunning horse, who she sees as her equine equivalent. He's no show-jumper but he goes like the wind. Given the chance, though, he'd rather roll around in the mud with his pals.



★ PRINCE ★

Bianca begins the series without a horse of her own but she enjoys riding PRINCE, one of Rose Valley Stables' school horses. A reliable crossbreed, he's not the flashiest of horses but he's perfect for Bianca and she loves him dearly.



★ BAJAN ★

Jerry's horse, BAJAN, is a Shagya Arab and a fantastic jumper. Previously, Jerry owned Apollo but this horse was tragically killed in a road accident. Jerry and Bajan have the potential to become a great competitive team. Both are focused but they're also equally head-strong so they have lots of training to do together before their partnership pays off.



★ SULTAN ★

Christian's horse, SULTAN, is a Swedish/Dutch/Belgian warm-blood; very flash, valuable, and extremely well trained. (In fact he's a 'schoolmaster', a horse so well trained any competent rider can get good results competing with him, which leaves Christian's riding abilities open to question.) Sultan's temperament doesn't fit his appearance and abilities; he's actually sweet-natured and shy around people and other horses. But he loves Gunnar's pet pigs, ELMER and LULU, and regularly jumps out of his field at night to spend time with them.





5. LOCATIONS

ROSE VALLEY STABLES, RIDING SCHOOL & STUD FARM

The main setting in the series, Rose Valley Stables is surrounded by lush green fields and woodland, with plenty of bridledways for hacking out, a mini-cross country course and a nearby beach. Owned and operated by Gunnar, Rose Valley Stables consists of stud farm, livery yard, indoor and outdoor riding schools, and the family home, as well as loose boxes on yard, Dutch stabling barn, hay barn, The Old Barn (now a dance studio and mini-venue for parties, social events, etc.), tack room, feed store, coffee shop and surrounding paddocks. The stud farm facilities are separate from the main yard, and include a foaling block and turn-out paddocks.

Rose Valley Stables is a busy workplace with constant riding activities going on – lessons in the riding school, pleasure rides (hacks) coming and going, mucking out stalls, grooming in the yard and stables, etc. There are always lots of youngsters, including Wendy and her friends, hanging out and helping out.

OLEMUNDE

Based on Eutin in Schleswig-Holstein, Olemunde is a short bus ride from Rose Valley Stables. It's a busy little market town, picturesque and rural, but with enough street cafes to give it a cosmopolitan feel.

OLEMUNDE HIGH SCHOOL

All of our teens attend Olemunde High. Wendy, Carrie and their friends usually walk or cycle to it.

CAFÉ BLU

Situated in Olemunde, Café Blu is where Wendy and her friends go to hang out and get away from their parents. ▶



5. LOCATIONS

ANIMAL SANCTUARY

The sanctuary is within hacking distance of Rose Valley Stables. It has outdoor paddocks, indoor pens, cages and a few stables to house rescued animals.

VET SURGERY

Stefanie Trapp's veterinarian practice, situated in Olemunde.

LUCKY HORSESHOE DUDE RANCH

This ranch is a holiday location, and where our teens go to get advice on their Western riding. It consists of ranch-style stabling, corral, manège, tack and feed rooms, and bunkhouse.

WESTWALD EVENT YARD

Westwald is a smart, modern events yard with stabling, a large outdoor school and cross-country course. It's not open to the public but is where riders go for training or to have their horses trained for 3-day eventing.

SHOW-JUMPING GROUNDS (GENERIC)

Show-grounds are where dreams are made and crushed! The grounds usually include one or two show rings, a warm up area, officials' boxes, first aid marquee, banners, advertising boards, and trailer/lorry parking areas.



6. PRODUCTION BACKGROUND

An Animated Horse & Rider Adventure Series

Based on the Comic Book Series 'Wendy'

A Wendy Promotions Limited Production developed in association with Red Kite Animation Ltd.

Adapted to Television by Jill Brett

TV Series Bible written by Jill Brett & Rowan Crawford

Coproduced by ZDF and ZDF Studios

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