

JUSTIN CODY'S RACE TO SURVIVAL

A Family Adventure Series For Television

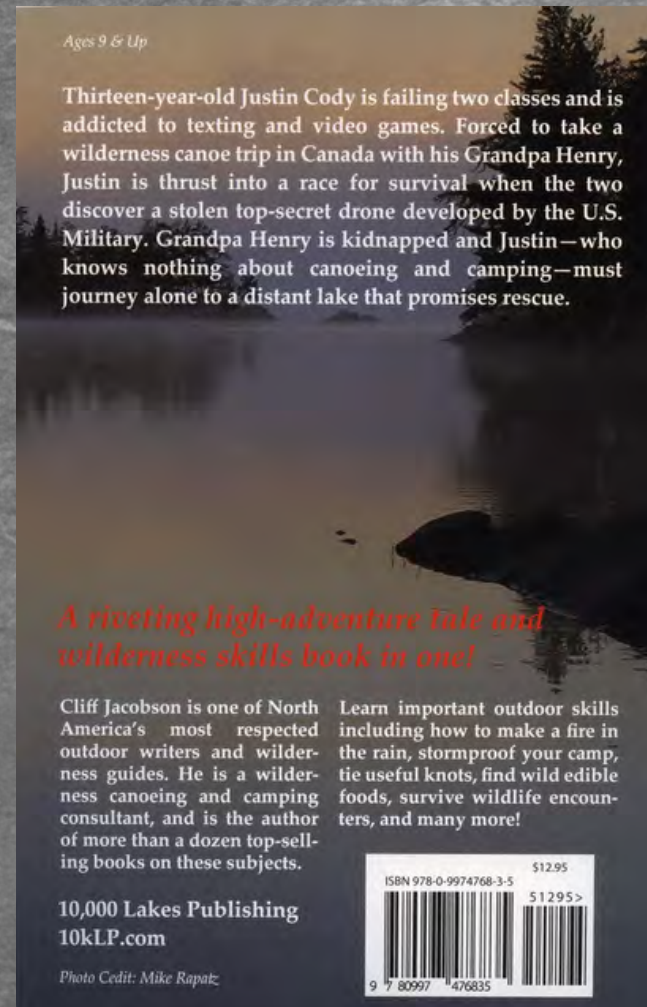
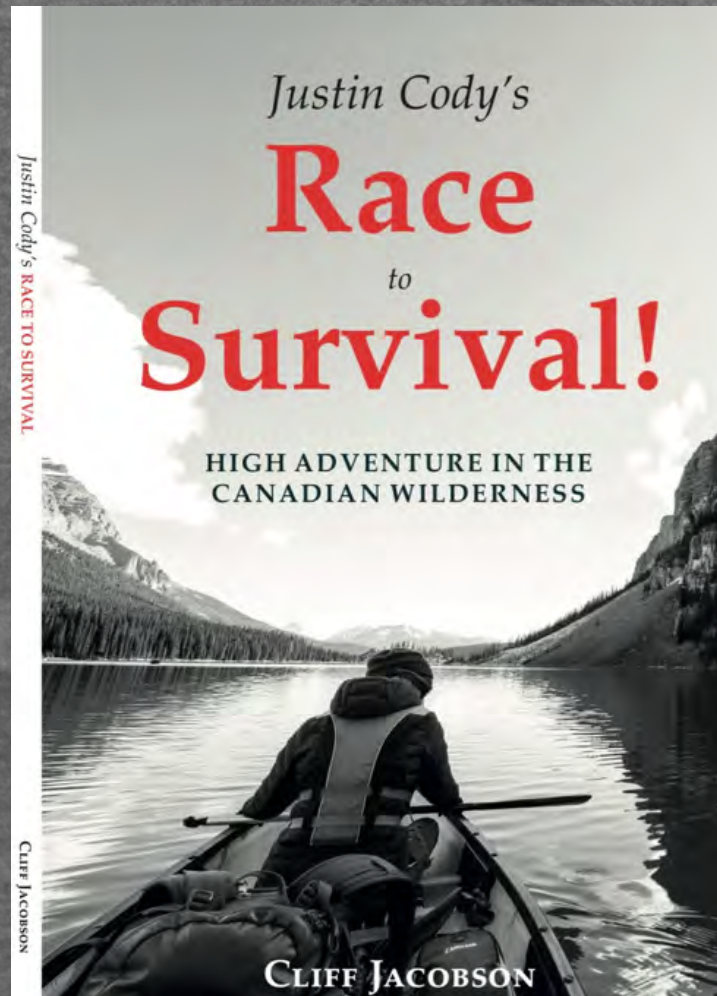


Based on the YA Book by Cliff Jacobson
The most published camping & canoeing writer of all time

Adapted by Rebel Minx

THE BOOK

"The mix between useful information and a survival story at the same time was just awesome!" Gideon Davis, 13



"I haven't been able to take my eyes off your book. I don't usually read a ton, but I have sat down for hours. And just by the way, I am being completely honest." Joey Sullivan, age 13

"My 12 year old grandson devoured the book in one afternoon. I am ordering three more of them for my other grandsons." Walter H. Chudleigh, III

"SUPER COOL are the exact words that my grandson Christian used to describe the book." Dick Pula

"It is a great story and I am learning so much. I am going to get a copy for each of my scouts in Troop 107." Ronald Bayens



CLIFF JACOBSON is one of North America's most respected outdoors writers, wilderness guides, national and foreign consultants, and is the most published canoeing/camping writer of all time. He is a professional canoe guide and outfitter, a wilderness canoeing and camping consultant and the author of over a dozen top-selling books. Numerous titles have been translated into Spanish, German, French, and Turkish with sales approaching one million copies.

Find more info at cliffcanoe.com

Justin Cody's Race To Survival is Cliff Jacobson's latest novel in a catalogue of over a dozen how-to books, hundreds of articles and over a million copies sold (in more than 5 languages).

SERIES SYNOPSIS



Thirteen-year-old Justin Cody is failing two classes and is obsessed with texting and video games. Forced to take a wilderness canoe trip with his Grandpa Henry in lieu of summer school, Justin is difficult and doesn't want to listen. Four days in, Justin is thrust into a race for survival after the two discover a stolen, top-secret military drone that has crashed. When mysterious men come to retrieve it, Grandpa Henry disappears.

Justin, now alone, regrets his bad attitude and wonders if Grandpa left on purpose. With no one to rely on but himself, and knowing almost nothing about camping and canoeing, he has fourteen days to find his way to the rescue point at a distant lake. Justin opens his special guidebook written by Grandpa for help. Whenever he is feeling lost and alone, he envisions Grandpa who appears before him to teach him new skills and encourage him on his journey. The more confident Justin becomes, the less he needs to call upon Grandpa.

With the clock ticking, Justin battles storms, hunger, and wild animals. Meanwhile, Grandpa is alive and has been trying to get back to Justin. At the moment they reunite, Grandpa finds himself in trouble and Justin saves the day! Using everything he's learned Justin successfully signals the rescue helicopter to take them home.

Justin becomes a local hero, passes summer school, and can't wait for his next adventure!

FORMAT & DEMOGRAPHICS

***Justin Cody's Race To Survival* is a 10 episode, 30-minute scripted television adventure series for the whole family with an emphasis on pre-teen boys and girls 9-14.**

The unique concept of this show is the use of fiction to entertain yet teach real camping and survival skills.



With filming being mainly outdoors and a limited cast, production costs will be lower and safety will be easily achieved.

EPISODIC BREAKDOWN

PILOT - Justin stands completely alone on the edge of massive waterfall in the dense wilderness wondering how he got here and how he's going to stay alive when he knows nothing about camping.

EP 2 - Justin, scared and alone, discovers most of their gear and the canoe have disappeared. When he finds Grandpa's book on camping it gives him the courage to form his plan for rescue.

EP 3 - After a failed attempt at building a shelter, Justin makes it through a storm and starts to wonder if Grandpa may have left him on purpose.

EP 4 - We see what happened to Grandpa Henry. He's pushed out of a floatplane into the lake, yet survives with his top-notch skills. Hungry, Justin makes a slingshot and catches a meal.

EP 5 - Justin finds the canoe that disappeared, learns how to read a map, and sets up camp. Content, at the end of the day, wolves appear.

EP 6 - Justin slingshots a wolf and the pack runs away. He fixes the canoe and goes downriver. Grandpa discovers wreckage of the floatplane and pillages supplies building a boat to get back to Justin.

EP 7 - Justin hones his skills as a canoeist and encounters a young bear. He sees a helicopter, but didn't set up his rescue reflector and signal fire. Devastated, he watches them fly by.

EP 8 - Justin celebrates his birthday. He makes duct tape sunglasses, hunts a porcupine, and uses his wish to thank his mom for all she does for him.

EP 9 - Justin makes it to a big lake, catches loads of fish but when he's not looking a wolverine eats his catch.

EP 10 - Justin finally figures out how to use the satellite phone and calls for help. Remembering to set up his rescue reflector and signal fire, a plane lands with Grandpa inside! Justin makes it home, gets an A on his report and is a local hero.



MARKET DRIVERS AND STATISTICS



- The total number of **camping households in the U.S. is estimated at more than 77 million.***
- Campsite bookings have **soared 500%** due to Covid-19 for 2021.
- New campers are now **more diverse** than the overall U.S. population. Half of the newest campers were from non-white groups.
- The **massive influx of younger, more diverse campers** is building the momentum for camping becoming an established part of the North American lifestyle.
- **Children and adolescents ages 6-17** were more likely to describe themselves as **outdoor fanatics** than other age groups.
- **35,000 young people** participate in Outward Bound camping/survival expeditions every year.
- Over 40 Million Americans (**10 Million+ are Youth between 6-17**) participate in Camping, Hiking and Fishing.

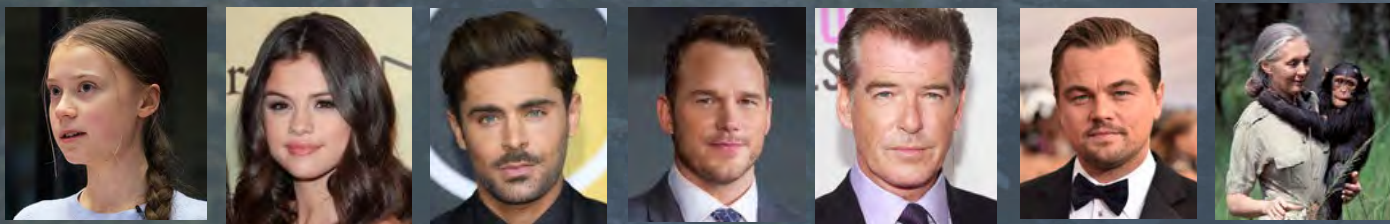
***Numbers are likely to go up due to Covid-19 and the surge of camping as one of the safest activities available for families.**

Statistics from: [KOA](#), [Outdoor Foundation](#), [ACA](#), [Outward Bound](#), [Forbes](#)

SOCIAL MEDIA IDEAS

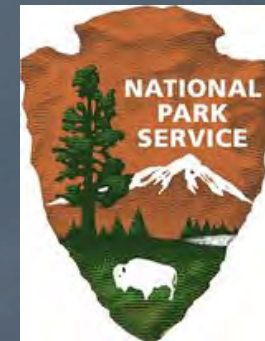
Influencer's Instagram Audience To Link To:

Greta Thunberg - Environmental Activist - 10.6M Followers
Selena Gomez - Actress/Environmentalist - 195M Followers
Zac Efron - Actor/Environmentalist - 44.5M Followers
Chris Pratt - Actor/Environmentalist - 29.9M Followers
Pierce Brosnan - Actor/Environmentalist - 1.5M Followers
Bear Grylls - Outdoor/Survival Host - 3.7M IG Followers
Jimmy Chin - Nat Geo Photographer - 2.6M Followers
Leonardo DiCaprio - Actor/Environmentalist - 47.3M Followers
Jane Goodall - The OG Environmentalist - 1M Followers



Environmental/Camping Industry

Heavy Hitters To Target:



These industry heavy hitters and celebrity influencers are heavily invested in environmental issues. They will be targeted to talk about the show and participate in fun social media how-to videos (TikTok, Instagram, Facebook, Twitter).



CHARACTER DESCRIPTIONS

JUSTIN CODY



JUSTIN, 14, is a good kid. Never mean, never hurtful, never talks back to his teachers... but his attitude needs a major adjustment. Even though he's smart, he's failing two classes and flunking out of the eighth grade. He doesn't pay attention in school, won't do his homework and spends every waking moment gaming or texting his "almost girlfriend" Sara. It's so bad, he's had his phone taken away by teachers more times than anyone can count and everyone is fed up with him. Justin is heading the wrong direction, he knows it, but doesn't know quite what to do.

EXAMPLES OF ACTORS WE SEE FOR JUSTIN



**BODHI
SABONGUI**



**LONNIE
CHAVIS**



**RIAN
MCCRIRICK**

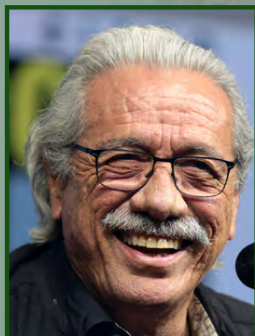


**AIDEN
FLOWERS**

GRANDPA HENRY

HENRY JANSEN is well known in the outdoor field. He's written more than a dozen books about camping and canoeing and has a passion and love for the wilderness. In great shape and full of life, no one can believe he's 75 and "a geezer," as he calls himself with a laugh. Henry is always up for an outdoor adventure and loves his grandson, Justin, with all his heart. He knows Justin's on a downward spiral, and is determined to teach him that character is built by engaging in life, not staring at a tiny screen.

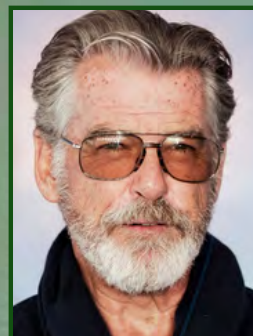
EXAMPLES OF ACTORS WE SEE FOR GRANDPA HENRY



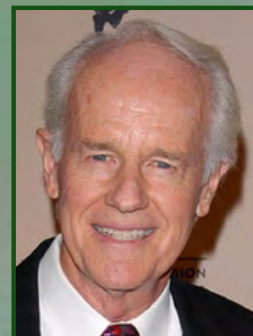
EDWARD JAMES
OLMOS



DANNY
GLOVER



PIERCE
BROSNAN



MIKE
FARRELL



JUSTIN'S MOM



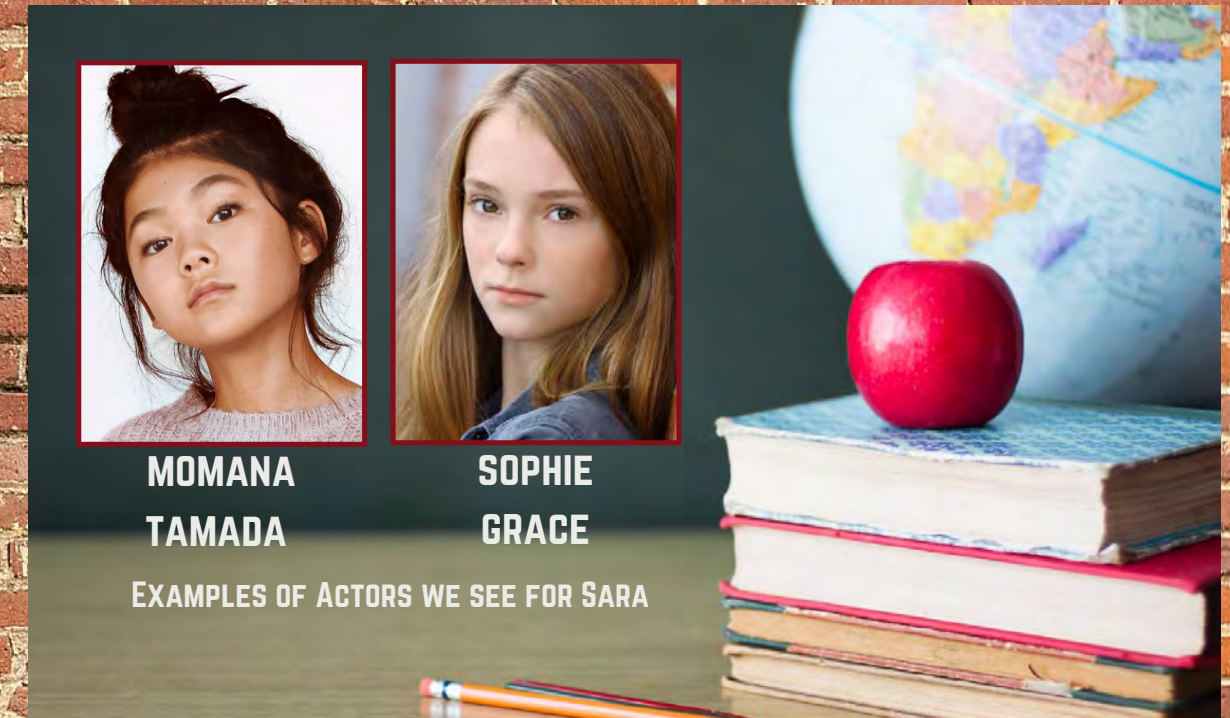
TARAJI P.
HENSON

JUSTINA
MACHADO

EXAMPLES OF ACTORS WE SEE FOR JUSTIN'S MOM

Hard-working, no-nonsense, loving and kind, but no pushover, Justin's mom is always in his corner and he in hers. However, as soon as he became a teenager, things have changed. He's still her sweet kid, but he won't listen to her, does what he wants and won't apply himself. Separated from Justin's dad who is an alcoholic, she is oftentimes both Mom and Dad and worries she's doing the wrong things raising him. The daughter of camping and canoeing author, Henry Jansen, she has learned to never complain and be strong in life.

SARA



MOMANA
TAMADA

SOPHIE
GRACE

EXAMPLES OF ACTORS WE SEE FOR SARA

Fourteen-year-old **SARA** is Justin's best friend. The whole package, she's adorable, smart and lots of fun. She has an infectious laugh, is opinionated and outspoken, but never gets in trouble in school. Unlike Justin, she puts her phone away during class, does her homework and pays attention to "the important things." Clueless to the fact that Justin is infatuated with her, or any boy for that matter, she's independent, curious and is a good influence on Justin.

RACE TO SURVIVAL! THE AFTER SHOW

FEATURING CLIFF JACOBSON AND OTHER EXPERTS DISCUSSING AND TEACHING THE REAL LIFE SURVIVAL TECHNIQUES BASED ON EACH EPISODE.

EXPERTS TEACH



LEARN REAL-LIFE SURVIVAL TECHNIQUES



SKILLS TO TEACH:

- How to make a one match fire
- How to read a topographical map
- 10 Essentials for all hiking trips
- How to properly use a pocket knife
- How to sharpen a knife
- How to safely and effectively cut tinder with your pocket knife
- How to tie knots
- How to use a satellite phone
- What clothes to pack and why – cotton kills
- How to rig a rain tarp
- How to safely split wood with a hatchet.
- How to quickly dry a wet cigarette lighter that won't flame - so you can make a fire
- How to keep campfire smoke from following you
- How to make a warm bed with forest brush
- How to make your pants into a buoyancy tube that will float you
- How to avoid hypothermia
- How to "goose-neck" a plastic bag to make the contents waterproof
- How to use a lever to move a heavy object like a trapped canoe
- How to make a slingshot
- How to boil water in a paper bag
- How to find Fireweed and make tea
- How to make duct tape sunglasses
- What to do if you encounter a bear
- How to avoid paddling your canoe over a dam or falls
- How to load a canoe for going upwind, downwind and in no wind.
- How to tack across a lake in a headwind
- How to tell direction with a watch but no compass
- How to compute a compass bearing off a map
- How to read UTM coordinates on a map as given on your GPS to locate your position
- How to tell time with a compass but no watch
- How to locate the Big Dipper and North Star
- How to catch a fish and cook it using the tripod method
- How to build a simple trap and cook your catch
- How to make a forked stick to use as a fork
- How to use the "cone-of-protection" procedure in a lightning storm
- Learn Universal Rescue Signals and how to build them
- How to lift a canoe
- How to line a canoe
- Common steering strokes to keep your canoe going straight (J-stroke)

SKILLS TO TAKE WITH YOU



CELEBRITY GUESTS





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