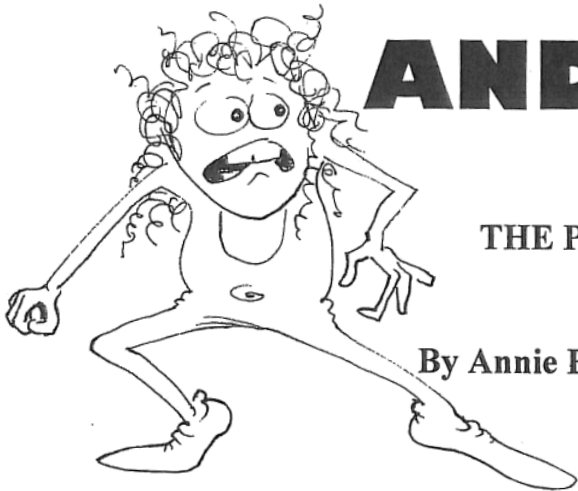
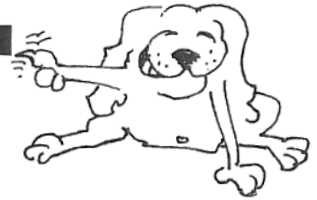




ROOBA

AND COBALT



THE PICTURE BOOK SERIES

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ROOBA AND COBALT: THE PICTURE BOOK SERIES

"I will play Jack, Cobalt will play the Mom, and you can play the giant. Say fee-fi-foo fum!"

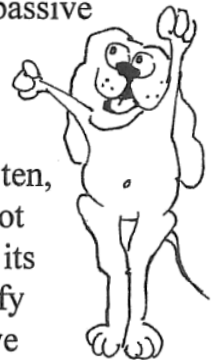
"Cobalt and I will hide and you can seek!"



"Oh no, the red hot screamies. Can you help me count to ten and take deep breaths to calm down?"

These are just some of the requests our spirited child Rooba asks in the playable picture book series "Rooba and Cobalt." Since Rooba knows he lives "in" a book, he gives the reader permission to shake it, bend it, drop it, as well as interact with him directly counting, breathing, searching or playing different characters. Whether it's a retelling of *Jack and the Beanstalk*, a treasure hunt or a romp through favorite colors, reading a "Rooba and Cobalt" book will never be a passive experience.

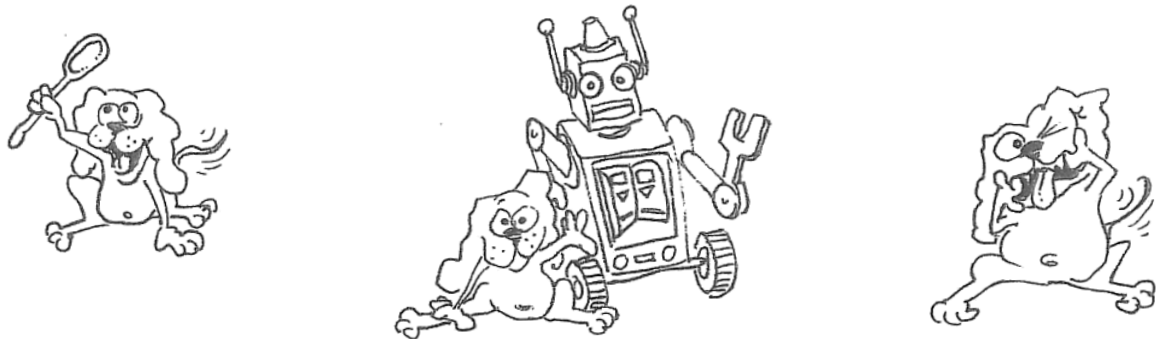
Every book will have a similar teachable moment: Rooba has a tantrum his Mommy has labeled the "red hot screamies." The reader helps him count to ten, take deep breaths or imagine a safe place, and calm down. Grateful he has not been abandoned in his moment of explosive anger, the adventure resumes to its humorous conclusion. As the series continues, the reader will learn to identify triggers to a "red hot screamie" and help their little hero using skills they have learned from previous episodes. We hope this teachable moment will give children permission to feel their emotions, skills to recognize an emotion, and a toolbox of options they can employ when they encounter their own difficult moments. Future books can also have Rooba experience the "wicked whinies" or the "saggy sads."



WHO IS ROOBA?

Rooba is a precocious child with long curls who is eager to include the reader in his joyous escapades. Although he remains gender neutral in the books, he is a little boy always wearing a well-worn onesie. He has a grand spirit with volatile emotions that he is still learning to control. Happiness can leap off the page. Anger can rear its head when he gets frustrated. He speaks with new talker precision, never using contractions. Since he is stuck in the book, Rooba is in constant pursuit of creative fun and games to bring readers “hands-on” into his stories.





WHO IS COBALT?

Cobalt is a tiny spaniel and Rooba's faithful companion. A real dog, he can only bark but has been known to hold a spoon or toy when required by Rooba. His expressive face allows the reader to always know his emotional state, which can be helpful to youngsters learning to match expression to emotion. Sometimes his expression is juxtaposed against Rooba to help the reader get a perspective on some of their more outlandish situations or predicaments. Cobalt is not blue. Rooba just thought it was fun to say.



A whimsical illustration of a beanstalk with a character on top. The character is a small, round figure with a large head, wearing a bonnet and a long, thin tail. The beanstalk is a thick, winding vine with several large, round, leafy pods. The background is a simple line drawing of a landscape with a horizon line and some distant hills.

OTHER POSSIBLE PICTURE BOOKS

THE BEST JACK AND THE BEANSTALK EVER!

Forget all those other tellings of “Jack and the Beanstalk!” Rooba and Cobalt have their own version skipping all those unnecessary parts like lack of money, going to town, selling the cow. Rooba’s tale features Jack, the beanstalk and the giant! And who will play the giant – the reader, of course! Rooba leads them in a few “fee-fi-fo-fums” and it’s onward to the exciting parts!

Cue Mom tossing those beans! Only Cobalt is playing the Mom in a cute bonnet. Being a gentle dog, Cobalt is clueless about acting angry. The reader and Rooba have to show Cobalt angry faces and Rooba ends up tossing the beans himself. Only Cobalt thinks it’s a game of fetch and keeps bringing them back. FINALLY, the beanstalk explodes across the pages and the reader searches for them as they ascend to those strange “walkable” clouds. Rooba cuts the goose stealing – Mommy says stealing is wrong – so cue the Giant! Rooba and Cobalt pretend to hide while our giant reader “fee fi fo fums.”

The trouble starts when Rooba and Cobalt attempt to dash back to the beanstalk without the giant seeing them. A page turn catches them in mid-run. That is NOT what is supposed to happen in his story! Rooba launches into a “red hot screamie.” The reader helps him calm down by breathing and imagining safe places: lying on a beach, in the grass, in a hammock, in bed wrapped in blankets.

It works! Rooba and Cobalt climb down the beanstalk with the reader “giant,” which snaps from all their weight. They free fall – and land on a trampoline!

Our duo “boings” away, saying they’re ready to play again anytime!



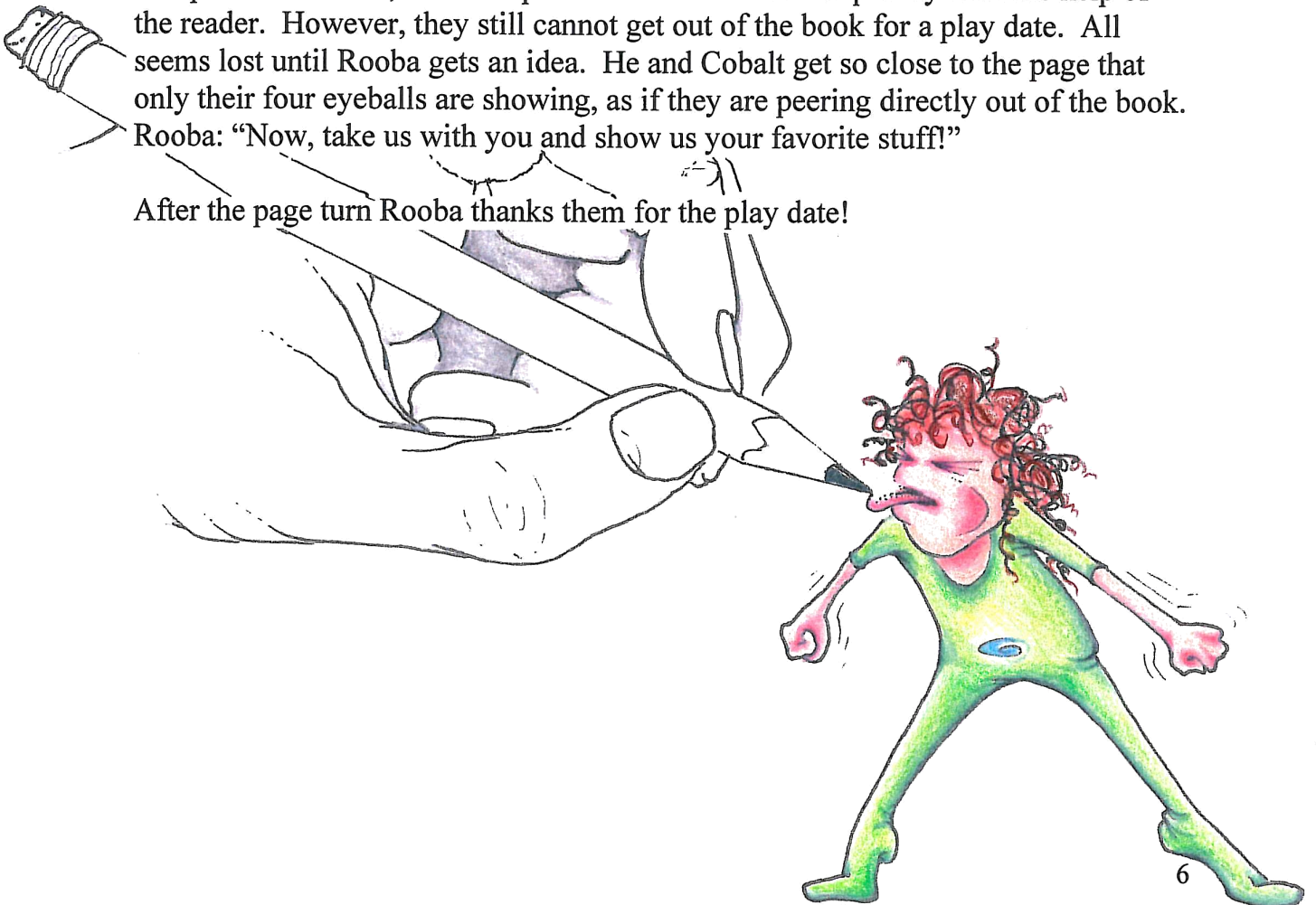
GET ME OUT OF THIS BOOK!

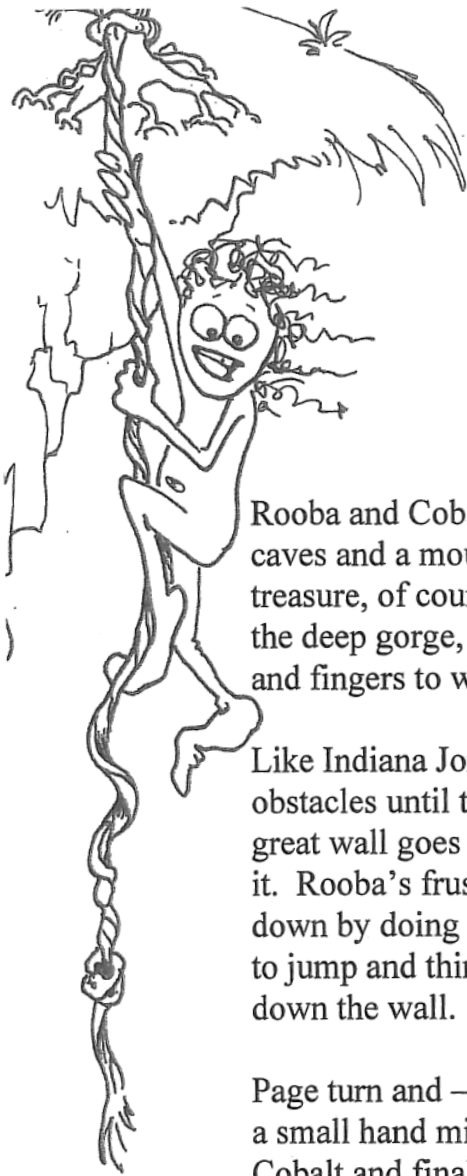
Rooba and Cobalt want to have a play date where the reader lives. They're tired of playing in their book. The reader can show them his or her favorite toys, games and what's for lunch! It will be excellent. No worries if the reader has pet allergies since Cobalt is a drawing.

There is only one problem. They have to get out of the book. At first, Rooba and Cobalt try to slip out between pages or through the binding but no luck. They ask the reader to shake the book, turn it upside-down and drop it from a low height (they are still in the book after all!). Each page turn reveals a more disheveled Rooba and Cobalt. But they are still inside the book! How will they get out for a play date!

Rooba gets extremely FRUSTRATED. He feels the "red hot screamies" coming on but despite trying to think of something calm, he cannot stop them. He has an exasperated tantrum, but is surprised he can calm down quickly with the help of the reader. However, they still cannot get out of the book for a play date. All seems lost until Rooba gets an idea. He and Cobalt get so close to the page that only their four eyeballs are showing, as if they are peering directly out of the book. Rooba: "Now, take us with you and show us your favorite stuff!"

After the page turn Rooba thanks them for the play date!





JOURNEY TO THE END OF THIS BOOK

Rooba and Cobalt invite the reader on an adventure complete with maps, bridges, caves and a mountain to climb. What are they seeking at the end of the book? A treasure, of course! The reader has to use his or her hand to be a bridge to cross the deep gorge, an open fist to be a cave to hide from the saber tooth prairie dog, and fingers to walk along a map through the desert.

Like Indiana Jones, our duo and the reader make their way through all the obstacles until they hit -- the Wall. It is soooo tall and soooo long! Rooba: "This great wall goes all the way to China!" There seems to be no way around it or over it. Rooba's frustration grows into a "red hot screamie." This time, Rooba calms down by doing some deep breathing and exercise. They break out the trampoline to jump and think. An idea emerges! The reader can make an explosion to knock down the wall. Rooba instructs the reader to make a loud - BOOOOOOOOOM!

Page turn and -- the wall is in a crumbled heap! Our duo hops over the pile to find a small hand mirror (using mirror paper). Rooba peers at himself, holds it up to Cobalt and finally understands -- we're the treasure! He holds the mirror very close to the reader then our duo puts their faces on either side, creating their own personal selfie! Rooba: "Thanks for being part of the treasure! Now, let's start a journey back to the beginning of the book."



OTHER PLATFORMS

The playable nature of “Rooba and Cobalt” makes it a perfect vehicle for game venues. As Rooba jumps from platform to platform -- computer, mobile phone, TV -- he can exploit that medium’s possibility for fun. For example:

Hide and Seek with Rooba and Cobalt

Players can search for Rooba and Cobalt in a variety of settings around the world, getting hints from our duo with sounds and dog biscuits. Points are given for finding the duo, or helping Rooba if he has a “red hot screamie” and calming him down.

Journey to the End of this App

Players take an adventure with Rooba and Cobalt, helping them over cliffs, through caves and over mountains, trying to get to the treasure. If they fall, they always land on a trampoline that bounces them back into the action. Along the way, players earn points so they can buy and eat lunch to get more energy to continue their journey.

Nursery Rhyme Adventure

Jack and the Beanstalk, Jack Be Nimble, Little Red Riding Hood – players can leap from story to story, putting Rooba and Cobalt into all the lead rolls. The little dog Cobalt laughs as Rooba jumps over the moon. Mix and match your favorite characters – the giant, the wolf, the princess and her pea, with Rooba and Cobalt.

The multi platform possibilities are vast.



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Annie's television work includes: *Sesame Street* (PBS, Ten Emmy Awards, Aurora Award), *Oswald the Octopus* (Nickelodeon), *Once Upon a Tree* (PBS, Discovery), *Big Bag* (Cartoon Network), *Wubbulous World of Dr. Seuss* (Nickelodeon), *Out of the Box* (Disney Channel), *Jojo's Circus* (Disney Channel), *Pinky Dinky Doo* (Noggin), *Pocoyo* (Granada TV). She has written and story edited *Sesame Street* stage musicals for Sesame Street Live, Sesame Place, SeaWorld, Busch Garden, Beaches, Universal Studios, and for touring companies in Europe and the Far East. *Funny Girls Coping with Boys*, her collection of one-act plays, is available online and three of her monologues are published in Heinemann Press anthologies. She received a grant from the New York Foundation for the Arts and two fellowships to the MacDowell Colony. She has taught at the Gotham Writers Workshop, The National Puppetry Conference, *Sesame Street* international and UNICEF teaching children's television writing in India. Annie is a graduate of Brown University and her one-act collection is available at www.Funnygirlscopingwithboys.com



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Broadway: *Little Shop of Horrors* (designer/performer); *The Frogs* (designer).
Off Broadway: *Little Shop of Horrors* (Drama Desk, L.A. Drama Critics, Villager Awards); *Go, Diego Go!* National Tour (puppet designer); *Night on Bald Mountain*, *Carnival of the Animals* and *Firebird* for the Young People's Concerts at Carnegie Hall (designer/performer). Film: *Muppets Take Manhattan*, *Follow That Bird*, *Elmo in Grouchland*, *Teenage Mutant Ninja Turtles*, *The Producers*.
TV: "Sesame Street" – 34 years playing Mr. Snuffleupagus, Telly Monster, Slimey, etc. (Emmy nominations, Outstanding Children's Performer); "Allegra's Window"; "Wubbulous World of Dr. Seuss"; "Spitting Image"; "Oobi." Sesame Street International Senior Muppet Coordinator/Teacher – Fifteen countries worldwide (Peacebuilder Award); Eugene O'Neill Theatre Center National Puppetry Conference – staff; The Jim Henson Foundation – Board Member.



