

MY
first
day

starring
Buddy
Bear



MY first day

*starring
Buddy
Bear*

A surprising and unique learning experience for preschool age children



Buddy Bear accompanies young children through their 'first day' of life encounters & 'first time' experiences



Entertaining and educating through narrative and song





the ultimate concept:

“My First Day” is a series chronicling real ‘first day’ or ‘first time’ life experiences for the preschool viewer. Using music and narrative Buddy Bear goes through his experience linearly and in the actual setting, taking the child with him.

Buddy Bear’s unique take; humor and heartwarming qualities are what make “My First Day” a solid franchise and Buddy Bear a marketable icon with children. Buddy Bear establishes a rapport and becomes the confidant of the preschool viewer. Children will undoubtedly take their Buddy Bear stuffed animal with them to their ‘first day’ experiences.

Preschool age children love music and retain it like nothing else. Original songs propel our episodes through the narrative, retaining the attention of the child constantly. The songs in “My First Day” have an elegance and magical quality unparalleled in preschool age entertainment - while at the same time not becoming too sophisticated or pretentious.

“My First Day” would not only feature episodes of real ‘first day’ experiences such as MY FIRST DAY AT PRESCHOOL but would also feature such episodes as MY FIRST DAY AT THE ZOO, MY FIRST DAY AT THE DOCTOR, MY FIRST DAY AT THE MUSEUM, MY FIRST AT THE AIRPLANE RIDE, MY FIRST DAY AT THE BEACH, MY FIRST DAY HOLIDAY SEASON, MY FIRST HAIRCUT, MY FIRST SIBLING, MY FIRST DAY ON THE FARM, MY FIRST DAY AT THE AMUSEMENT PARK, MY FIRST DAY AT THE AQUARIUM and MY FIRST DAY AT THE CANDY FACTORY.

We see videos, soundtrack CDs, stuffed animals, books, read along tapes, etc.

“My First Day” differs from other preschool entertainment in the fact that it is shot ‘on location’ in the actual environment using a scripted formula. Add the songs and camaraderie that Buddy Bear’s unique character establishes - you have a winning combination.



the 'pilot' episode:

We've shot a 'pilot' episode - a proof of concept. MY FIRST DAY AT PRE-SCHOOL chronicles Buddy Bear's very first day of preschool. Shot on an ultra-low budget, the idea gets across nicely and has a magical quality.

The music, narrative and Buddy Bear's character are conveyed as intended. Due to budget constraints a cuddly, cute Buddy Bear costume could not be made for our 'pilot'.

Our 'pilot', in it's rough form alone has achieved an amazing amount of interest, feedback, commendations, press, festival attention and even limited distribution.



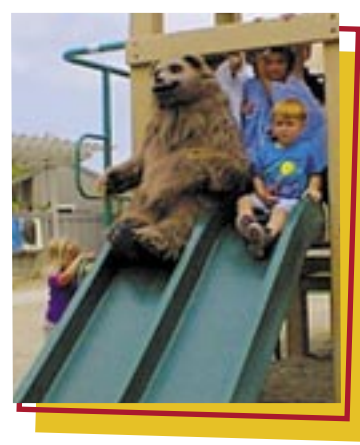
PARENTING MAGAZINE'S
Video of the Year



2003 TELLY
AWARD
Songs and Score



DOVE FOUNDATION
Family Approved





the 'pilot' episode press:

"Buddy Bear helps kids cope with fears"

**Byline: THERESA WALKER
The Orange County Register**

THE ORANGE COUNTY
Register

The first day at school can be a scary ordeal for anyone.

Even a grizzly bear named Buddy. OK, so he's not a real bear. He's a guy in an animatronic puppet costume. But in John Aguirre's 28-minute video "My First Day," Buddy Bear does go to a real preschool -- Newport Coast Child Development Preschool, in fact. And he does spend the day with the teachers and kids who attend the school, singing songs, listening to stories and finger painting.

**K.P. (R. Reagan)
Video Librarian
May/June Vol 17 No. 3**

Video Librarian

The first day of school can be a very scary experience for a child, with its whole new world of strange children, strange adults and strange places and activities. In an effort to show anxious pre school children what a typical kindergarten day is like, My First Day animatronic Buddy bear on his first day of school (with real human classmates)--laughing, playing, painting and engaging in colorful fun activities. Cheerful and upbeat, featuring cute original tunes and lots of smiles, the positive overview of the good things to look forward to in school (less exciting aspects such as how to stand in line, walking through corridors, or dealing with a lunchroom, are--perhaps understandably not discussed). ...this is a recommended title.

**Maren Ostergard
School Library Journal**

School Library Journal Cabners

In this video, children can follow along as an apprehensive Buddy Bear, an animatronics kid-size Bear, attends his first day of preschool. Buddy is joined by Daddy bear, who takes him to school in a cherry red convertible Mustang. At school, Buddy is met by his teachers and classmates. Adults are thoughtful and caring in addressing Buddy's concerns about starting school. Although Buddy is nervous at first, he quickly makes new friends and enjoys many different activities. Shot on location at an actual preschool, the video features real teachers and students performing their normal routine. Throughout the day we follow along as Buddy Bear participates in different activities including welcome time, project time, come and play time, planting table time, painting time, story time, etc. Each segment also includes an engaging musical piece that reinforces the message. This video would be helpful in addressing and allaying children's fears about the first day of school...
...A useful addition for public libraries.

MY first day *starring
Buddy
Bear*



the 'pilot' episode press cont.:

"CD Review: My First Day Soundtrack"
The Muse's Muse
Ben Ohmart



'...Hi and welcome to My First Day at preschool starring Buddy Bear. Buddy Bear is cuddly, friendly and just a little anxious about his first day at preschool. With Daddy Bear's positive encouragement they take off to school in a bright red Mustang and upon arrival, Buddy experiences new friends, wonderful teachers and colorful events.'

Yes, this is the soundtrack to a video called My First Day, which sports testimonials from parents and teachers alike re: putting kids at ease when they are shipped into one of the most traumatic instances of life: leaving home in favor of schooling. I for one loathed every moment of school, straight through every Day of high school. So I know how important it is having some Positive and Constructive FUN to hook the mind into when on the verge of such a cataclysm. I can't comment on the video itself, just the 23.5 minutes of soundtrack, sung by Farah Bunch, and written by Eric Hester. The music is quite POP, and sports some Britney Spears sparkle, without resorting to navel sex or harsh techno beat. This is an album for children, for freeing the fears inside and making the unknown into a more winning experience. 'My first day is gonna be okay. If I didn't go, I wouldn't know - my first day.' 'This video re-enforces positive themes such as working together, peer respect and most importantly, the fun and learning a day in preschool can inspire,' says the official website. Well, the same can be said for the 8 tracks of the soundtrack. Possibly the nicest, catchiest cut comes at the end, when 'Buddy Bear' is explained. A good hook, an energetic kid's voice (as the whole disc demonstrates), and a synth that doesn't go too far one way or the other; doesn't try to be real instruments it's not (which I hate), yet contains enough magic to sound different but not cheesy. A hard balance to attain and keep, believe me. All in all, a good cd for the kiddies. Even the childish minds like my own will be rather thrilled at getting back to the innocence of Real youth, when these were the greatest fears to contend with. Solid, strong production will enhance your child's enjoyment.

Other very positive reviews appeared in:

The Midwest Book Review - Children's Book Watch
Video Store Magazine
Connecticut Parent Magazine
Parenting Magazine - Feb. 2003
Orange County Register - Accent Section
Video Business Magazine - Spotlight Section
Dove Foundation





the creative team:

JOHN AGUIRRE - CREATOR / WRITER / DIRECTOR:

John Aguirre has been working consistently in the feature film and network television business as an Assistant Director for over 20 years now. A member of the Directors Guild of America, John was the Assistant Director on such studio films as "Men In Black", "Red Dragon", "On Deadly Ground", "8 Heads In A Duffle Bag" and "Primary Colors" - to name a few. His network television credits include BUFFY THE VAMPIRE SLAYER, FAMILY LAW, NASH BRIDGES, MAD T.V., THE WONDER YEARS and McGYVER. John recently completed his first feature film, UTOPIAN SOCIETY as a director.

ERIC HESTER - PRODUCER / SONGWRITER / COMPOSER:

At the age of 29, a relatively young age for a professional composer, Eric Hester has already made a name for himself in the world of feature film and television music scoring. Eric has scored the music for many network television series including THE PRETENDER, NASH BRIDGES and STAR TREK: ENTERPRISE. Eric's feature film credits include "Violent Times", "Turmoil", "A Night At Sophie's" and most recently the Showtime Original Movie "Jack" starring Oscar nominee, Stockard Channing. At the age of 19 Eric was the youngest person ever nominated for a CableAce Award in Music, he has also contributed music for 2 Emmy nominations and has recently won a Telly Award for the music and songs in the "My First Day" pilot.

ROB MANKOWITZ - V.P., BUSINESS DEVELOPMENT:

A veteran of business affairs Rob Mankowitz recently relocated from New York to Los Angeles. With a background in network television and feature film, we welcome Rob to My First Day Productions.

MY first day *starring
Buddy
Bear*



future episodes (all music driven):

“MY FIRST DAY AT THE ZOO”

Come along with Buddy Bear and his friends as they visit the Zoo for the very first time. Buddy Bear and his companions will be introduced to animals from all over the world. He and his young audience will learn to appreciate the diversity and uniqueness the animals of the world have to offer and we'll find out why it's important to protect and revere these creatures. An experienced Zoo Keeper will educate the children through lively stories about each species. At the end of the video, the children, along with Buddy Bear will be invited to interact and pet various animals in the petting zoo, capping off a fun and memorable day

“MY FIRST DAY AT THE DOCTOR”

Come along with Buddy Bear as he tackles one of preschool children's biggest fears, their first day at the Doctor's (Pediatrician). Our young audience will find out why doctors help them to grow up healthy and happy. They'll find out that there is nothing to be afraid of as Buddy gets to know some of the other kids that are in the waiting room and what their Doctor visits is all about. Our young audience learns about the different tools their doctor uses, the friendly staff that helps, what a nurse does and why it's a good to have regular visits to their doctor and not only when their sick.

“MY FIRST DAY AT THE ICE CREAM, and CANDY FACTORY”

In this adventure, Buddy Bear and his companions will tour an ice cream and candy factory. They'll find out first hand how these creamy and colorful treats are made. As the factory directors guide our young audience through the floor/plant they'll observe first hand the steps to process these treats and will even be able to help out in the making of their favorite ice cream and candy's.

“MY FIRST DAY AT THE MUSEUM”

Come along with Buddy Bear and friends as they visit a Museum of Natural History. The dinosaurs and exhibits will spellbind the children and Buddy Bear as the museum guide creates stories to help illustrate and educate the children as to what life was like in our world during prehistoric times. They'll learn how children still found fun things to do without today's modern amenities such as TV, video games and scooters. Buddy Bear with the help of the museum guide will teach his friends the games kids played.

“MY FIRST AIRPLANE RIDE”

Many children are fearful of their first flight. What makes an airplane go up and down? How does it take off and land. How far can it go in the air? Can it run out of gas like a car? Where does the food come from? Where did all the suitcases we brought on go? Who is the Pilot and what does a flight attendant do? How does the plane get fuel to fly? All of these questions will be addressed and demonstrated as Buddy Bear and his friends board a commercial jet liner for the first time. An actual pilot will be on board to answer all of Buddy's and his classmate's questions.



future episodes (all music driven):

“MY FIRST DAY AT THE BEACH”

In this colorful, fun filled episode, Buddy and his friends will take a field trip to the beach where they’ll explore the marine environment in all its fascination glory. Buddy Bear and friends will learn fun things like: how to build sand castles, play with a beach ball and fly a kite. They’ll also visit the tide pools and learn about interesting marine life. We’ll also address water safety with an introductory lesson from a real lifeguard. As we find out what a wave is, how far is too far to venture off into the water and why life flotation devices are so important for toddlers to wear around the water. Buddy Bear will also find out why it’s important to wear sun block, sandals on the hot sand and other beach safety tips to make a trip to the beach a more fun and fulfilling experience.

“MY FIRST DAY AT THE DENTIST”

In this episode Buddy Bear and friends will visit the dentist for the very first time. Buddy and friends will take turns in the friendly dentist’s chair to have their teeth checked. Like in the Doctor visit, Buddy Bear and friends will find out that there is nothing to be afraid of as Buddy gets to know some of the other kids that are in the waiting room and what their Dentist’s visit is all about. The kids will find out how helpful their dentist friend is, how important dental hygiene is and that once again – there is nothing to fear.

“MY FIRST HOLIDAY SEASON”

This musical adventure will incorporate the three major holidays: Christmas, Hanukkah, and Kwanzaa. The goal is to facilitate an appreciation for a multicultural holiday experience. Buddy Bear and his friends will take turns visiting each other homes and participating in cultural traditions that make each ethnic celebration unique, special, festive and memorable. Some of the activities will include: Nativity tradition, trimming a Christmas tree, building a Gingerbread house, Caroling, lighting a Menorah, spinning the treadle, making latkes, lighting the Kumara for the seven principles of Kwanzaa and playing Mancala.

ADDITIONAL TITLES:

“MY FIRST DAY AT AMUSEMENT PARK / CARNIVAL”

“MY FIRST DAY AT THE AQUARIUM”

“MY FIRST DAY ON THE FARM”

“MY FIRST SIBLING (BABY BROTHER / SISTER)”

“MY FIRST DAY AT THE PARK”

Bb Cc Dd Ee Ff Gg Hh Ii Jj

contact information:



MY FIRST DAY PRODUCTIONS, INC.

ROB MANKOWITZ - V.P., BUSINESS DEVELOPMENT

e-mail: RobMFD@yahoo.com

2200 North Beachwood Drive, Suite 208

Los Angeles, California 90068

phone: 323-466-1905

www.MyFirstDay.net

