

# BugHub™



Created by

**Rochelle Forrest Hankins**

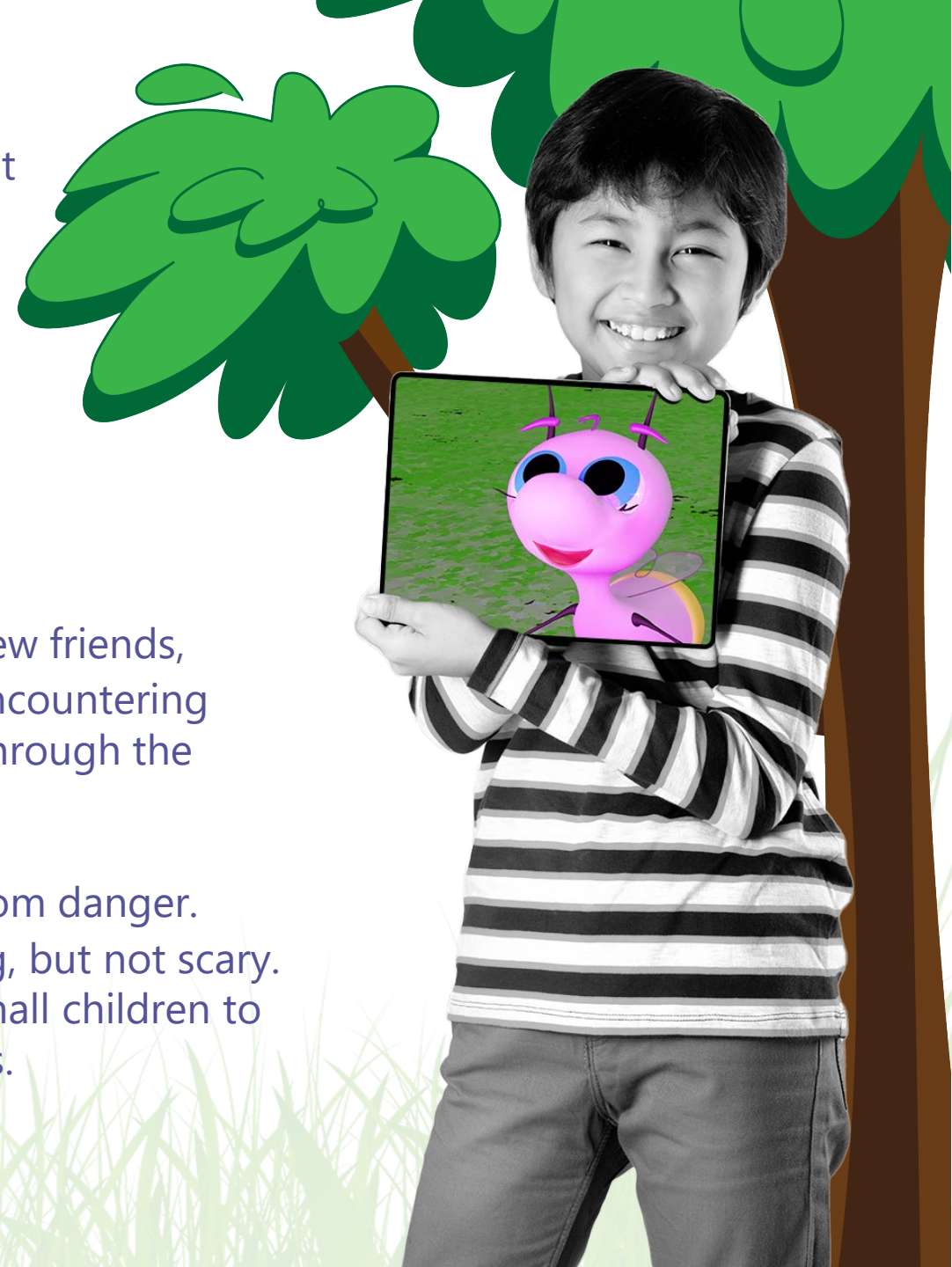
**LOGLINE:** When a spunky lightning bug grappling with self-doubt is visited by a mystical star creature, she goes on a mission to find her superpower and learns about the value of helping others.

**WHO?** Children ages 2-6

**WHAT?** 22-minute animated TV series

**STRUCTURE:** Each episode is structured around Shelly meeting new friends, going on adventures in different neighborhoods of BugHub, encountering challenges, and discovering solutions and personal strengths through the guidance of Starwin.

**TONE & STYLE:** BugHub is a largely safe and happy place free from danger. The adventures and obstacles encountered are fun and exciting, but not scary. The tone of BugHub is one of comfort and light, a haven for small children to learn new things and discover all that's good within themselves.



## Shelly

A spunky firefly who longs to find her purpose—or even her SUPERPOWER.

She may feel “unspecial” at times, but her friends at BugHub help her see the light!



# Starwin

Shelly's guiding light!  
Starwin is a mystical humanoid creature with special powers who comes from the stars. She helps nudge Shelly along the right path to help her grow.



# BugHub™

## Starwin's Realm

## Wisdom Woods

### Hillsberry

### Home Tree

### Pollinators' Paradise

### Burbling Brook

### Pollinators' Paradise

### Hopalily Pond

### Groundsville

## Bella

A wise butterfly who befriends Shelly and helps flowers grow.

## Earl

A kind and friendly earthworm. Earl is a hard worker who feels drab and unimportant but then learns to see himself as special and valuable, with Shelly's help.

## Phillip

A patient pollywog, grateful for his friends, as he makes the transformative journey from pollywog to tadpole, and finally, a frog!

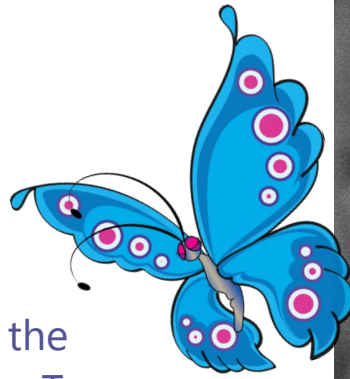
## Rose

A happy and beautiful flower who cheers all she meets with her lovely fragrance.

## Twenty-Two

A grumpy star-nosed mole who doesn't understand her worth until she meets Shelly.

# Episode Ideas



- When an argument breaks out between the squirrels and birds living in Shelly's Home Tree, a wise owl helps them discover how to live among those who are different from us.
- Shelly becomes frightened for Home Tree when its leaves begin to fall, so Earl teaches her about changing seasons and the ecosystem.
- Rose and her sisters become thirsty when a drought hits BugHub, so Shelly and friends work together to bring "rain" from the Burbling Brook.
- It's berry season in BugHub! When Shelly and friends visit Hillsberry for a day of berry-picking, they accidentally knock down one of the ant pyramids and learn the importance of telling the truth and taking responsibility.



- While visiting Wisdom Woods at night, Shelly is caught in a storm and helps a band of Groundhogs find their way back home to Groundsville.
- When a team of frogs host a swim meet at Hopalily Pond, Shelly learns the value of taking things slow and helps a shy turtle "come out of his shell".

# Consumer Touchpoints

With a rich setting chockfull of possibilities and a loveable cast of characters, the opportunities to cross promote BugHub and add revenue streams are endless.

## Merchandise:

- Character Plush
- Figurine Play Sets
- Character Costumes

## Theme Parks:

- Live Shows
- Dark Ride
- Theme Park Land

## Other Media:

- Picture Books
- Chapter Books
- Children's Musical Album



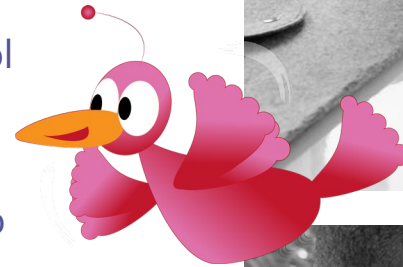
# Why BugHub? And Why Now?

Children all over the world are experiencing more stress than ever before. Even those who are supported and loved at home are dealing with dangers, such as a pandemic, that can be disruptive and cause anxiety. Many children are surrounded by fear, their daily lives rooted in isolation and loneliness.

As many children lost the nurturing environment of in-school education in 2020, that feeling of isolation and loneliness became the norm for too many.

BugHub is a place for kids to discover their light and learn to connect to others. Through the characters of BugHub, kids will see creatures discover their inner-greatness through simple and meaningful lessons. And in turn, they themselves will find ways to discover their own "superpowers" in everyday activities too.

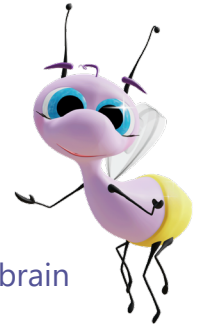
BugHub helps children understand and appreciate the unique differences that make us who we are and how those differences can create a better world for all.







# About the Creator



Rochelle Forrest Hankins is an acclaimed author, speaker, philanthropist, and the brain behind the friendly, educational, and nurturing world of BugHub.

With a dysfunctional upbringing and not one, but two abusive relationships as an adult, Rochelle's mission has evolved throughout her life, but it has always orbited around helping people live in their light and leave the darkness of the past behind. From her career as a nurse and holistic health coach, to establishing the foundation Tummies Minds Spirits, to traveling across South Africa to spread Shelly's story, Rochelle Forrest Hankins has always found creative and inclusive ways to share her joy and enthusiasm with others.

Rochelle strives to create the kind of world we all want to live in, where gratitude abounds, and all people feel comfortable and empowered just by being themselves. Through the world of BugHub, Rochelle offers a safe space for children to experience the unfamiliar surrounded by supportive friends and guided by the wise and inspiring Starwin.

## Contact

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