

Fridge Wars



Created by Stephan Unger

'THE STORY

A lazy, overweight middle school kid, Ethan, overcomes his habit of eating junk food by restoring order to his unhealthy refrigerator once and for all. He helps the veggie resistance regain control of the food pyramid

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PROGRAM TONE

The tone will always be true to Ethan's character, values, and way of thinking, and will reinforce the show's underlying philosophy: that a healthy diet is important for a healthy life. The tone will also make it clear that the program reflects an individualism that is wholesome rather than political. Fridge Wars will subtly – not preachingly – emphasize that in a world sometimes too given over to the promotion of herd mentality (such as the pressure to eat what everyone else is) it's important to remember the value of individuality. It's the kind of healthy, grounded individuality from which springs self confidence, courage and even motivation. A lofty-sounding goal, perhaps, but one the program will gently reinforce with a manner that is always playful, joyous, kooky, irreverent and life-affirming, and with stories that are always, above all, a scrumptious good time. The program's tone also reflects Ethan's personality; he is cheeky but likeable, rambunctious but never mean-spirited, and so too are his imaginary adventures.



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ETHAN BOWIE



The center of this imaginary universe and the “creator” of the hyperkinetic adventures is Ethan, an overweight 11-year-old whose refrigerator epics are as action-packed as his hand-eye coordination. Ethan’s courage, sense of adventure and passion shine through at every turn. No doubt about it, though, he’s an individual with a plan of his own. Make that a big plan of his own. And sometimes that means he’s misunderstood by the world of his friends, and adults, who misread his courage and energy. Ethan must recruit his loyal family and friends in order to complete his fight. The program’s tone also reflects Ethan’s personality; he is cheeky but likeable, rambunctious but never mean-spirited, and so too are his imaginary adventures. When Ethan wins out over his fictional opponents Ethan’s adventure reveal much about his character. He is good, brave, heroic and won’t take no for an answer. For example, when confronted with a hoard of giant meatballs, Ethan would not simply run away, but skewer each one one-by-one, until they were nothing more than a pile of leftovers. When the rest of the evil foods don’t respect his abilities, Ethan maintains his courage and applies a little bit of what he’s learned to his every day life. He is the hero who, with quick-thinking, off-beat tactics, learns to save the refrigerator from the clutches of the evil food groups.

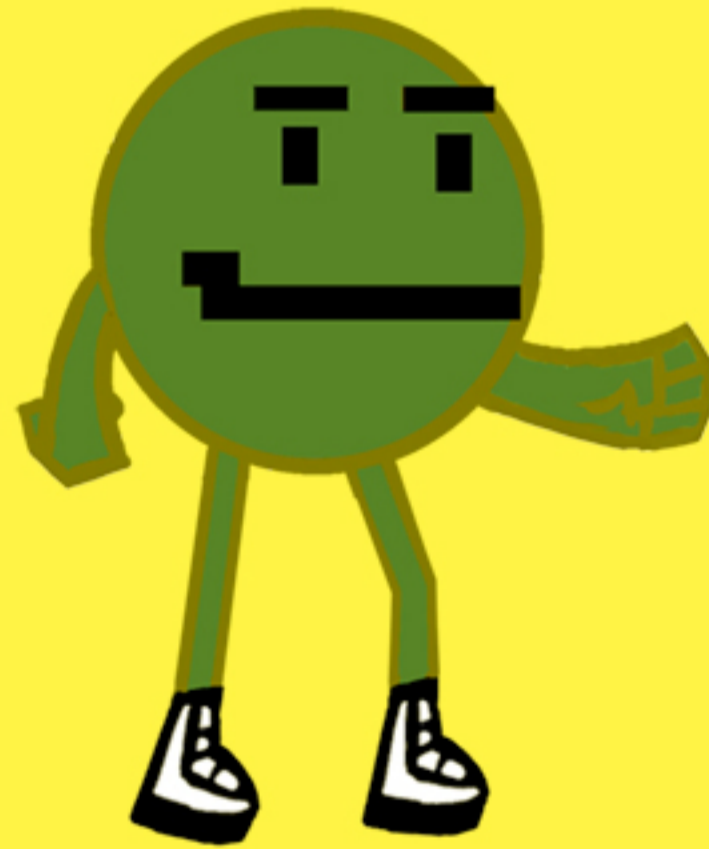
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THE PEA

The pea is a lost leader of the vegetables but he is not who he seems to be. He is really the lunch lady's missing son who weighs over 500 lbs. He had gotten so fat that he had condensed to a tiny pea. Ethan finds him and at the end he has to take on the pea in one final battle and convince him that being overweight is ok and that he can help him get better. One day he will reunite with his mom.

Once the ruler of the peaceful healthy fridge, the Pea is now in hiding within the last vegetables hideout within the fridge.

The Pea has been hidden on purpose as he is the wisest and most knowledgeable.



The Pea trains Ethan in the art of veggie combat known as **ROUGHAGE**, which requires great eye-hand coordination. His ultimate goal is to make Ethan a secret weapon in the war against King Cupcake and the evil food groups.

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BACKGROUND CHARACTERS



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THE ALLIES

The lunch lady can't hold out for long as the school board continues to deliver unhealthy food products. She spends days filtrating the food from sugar and fat until a huge shipment truck containing more unhealthy foods than ever arrives. Her son, who Ethan reminds her of, disappeared and ever since she has been trying to find him. She thinks Ethan can help find him in the Fridge World.



The Lunch Lady

Ethan's best friend, Ian offers outer protection while Ethan's in the Fidge World. He's a smart-ass 20-something year old trapped in a middle schoolers whimpy body. A whiz with computers and electronics, Ian devises a technology to monitor Ethan's progress while in the Fridge World. Now everyone can watch.



Ian Shwartz

He's one tough piece of Broccoli. He's the reason why greens make someone strong. He's always ready to fight off the sugar and fat groups for what they did to his family - caramalization.



Brock

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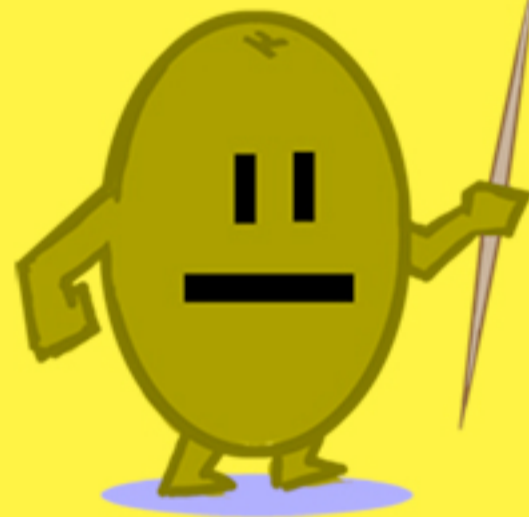
NINJA CARROT



SHITAKE



FAYE BOWIE



OLIVE

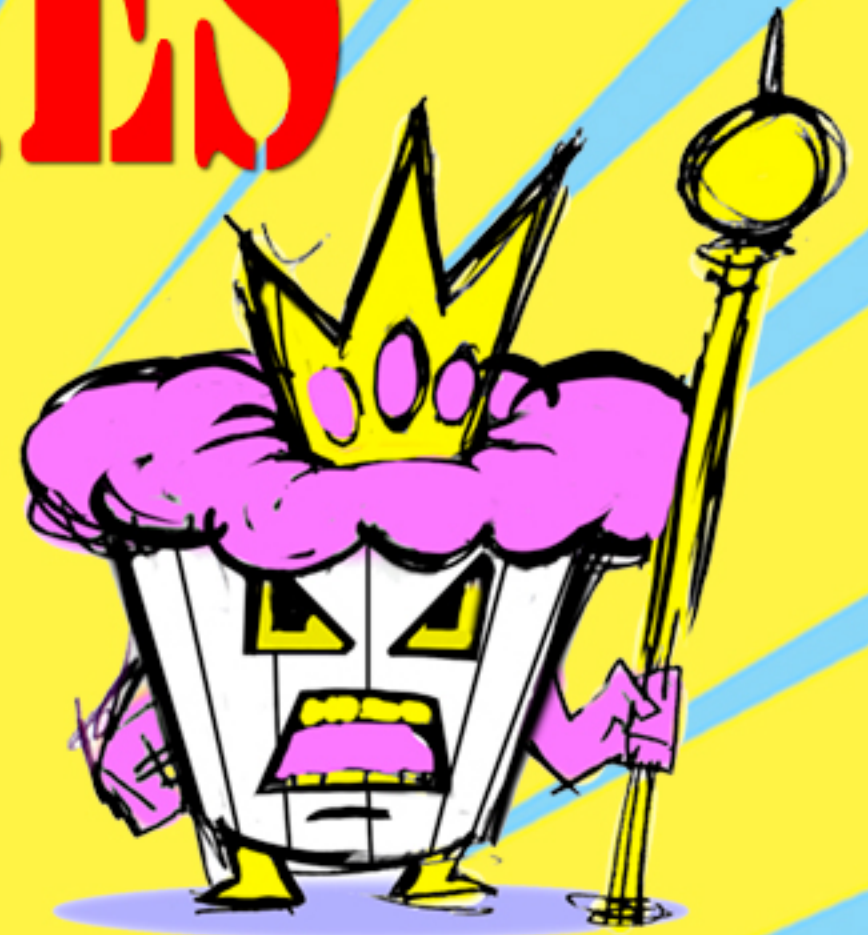


FLO

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ENEMIES

The evil tyrant of the fridge world. Formerly a video game big boss, Crown is now the ruler of the entire fridge empire. His goal is to keep the humans happy about buying sugar and fat filled foods and keep everyone under his control. His ultimate goal is to control every fridge in the universe.



CROWN CUPCAKE



Terrible the Twink is one of many mass produced beasts that King Cupcake has systematically engineered. Rolled into a buttery dough, stuffed with marshmallow filling, then deep fried, Twink might taste good to the average human, but to the Veggie Rebellion he's a product of evil and must be stopped.

TERRIBLE THE TWINK

He's the brains behind the unhealthy army of sugars and fat that Cupcake has built to control Ethan's family and oppress fruits and veggies. He might be the solution to smelly breath, but in reality all he is is a desne brick of high fructose corn syrup and artificial mint-flavor.



DR.MINT

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EPISODES

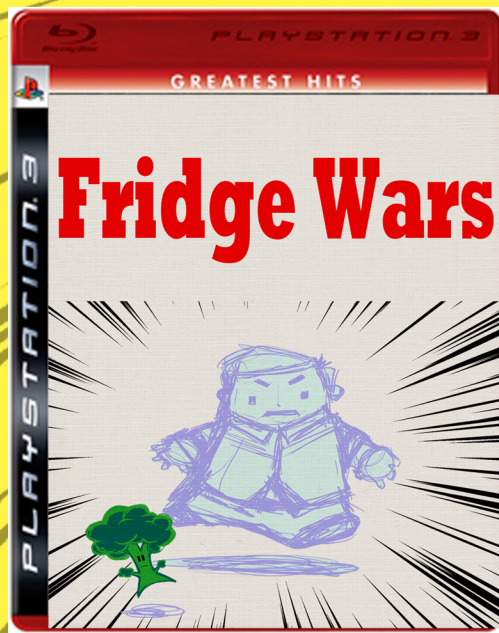
- * A day after his family has a spam feast, Ethan is picked on at school for his weight. Ethan's playing video games, when he is sucked into the refrigerator. He lands in a vat of marshmallow filling. Ethan rescues a ninja carrot, and he leads him to the secret vegetable resistance. He meets The Pea, the wise leader of the resistance and asked to join their squad. Ethan refuses and just wants to go home. Ethan is picked on again, and decides to go back to the Fridge World one more time.
- * In the second episode, the veggies train Ethan into the sacred martial art of Roughage. Ethan struggles for the entire show to learn it. Only at the very end The Pea gets Ethan to discover the discipline inside himself to go far.
- * The lunch-lady is captured by a giant hamburger patty and taken to King Cupcake's secret base. Here we learn more about Cupcake and his evil agenda. As long as the veggies are squashed, his plan will never fail. He asks the lunch-lady to tell the whereabouts of the Vegetable base. The lunch-lady refuses to tell, and they threaten to make a cake out of her if she doesn't tell. In Ethan's first quest, he must enter a cake level of the Fridge and defeat the big boss to save the Lunch Lady.
- * Ethan gains an ally at school by befriending the class nerd, Ian Schwartz, by joining his fantasy basketball team. Ian compiles his information into a computer, and learns that Ian is more than just a nerd, but a computer wiz kid! Cupcake gets information from his sources, that Ethan's name had been pulled up on records. Cupcake finally learns who the chosen one is. They got his name by hacking into Ian's computer system and stealing his files. Ian is so upset that his computer is corrupt, that Ethan tells him that he has a way of helping him. He gets Ian to hack into the fridge computer system to retrieve is data, and defeats a giant twinkie in the process.
- * Ethan's little sister, Grace, is kidnapped by the Spam Delivery guys. They bring her to the fridge world in the meat freezer, where some of Cupcake's henchmen who threaten to turn her into a popsicle if she doesn't tell where Ethan is. Ethan goes on a rescue mission to the freezer to seek out Grace's whereabouts. He doesn't find her and takes on a huge frozen popsicle.
- * Ethan defeats the frozen burrito, and can't find his sister. He returns to the Veggie hideout and recruits more allies for his final mission. He ventures deeper into the levels of the freezer and confronts new enemies and finds a passage to the meat freezer. Where he locates his sister. Ethan and his allies defeat the frozen meats and a the final boss, a frozen beef burrito.

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CONTACT

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Stephen is a writer living in Los Angeles, CA. He was inspired to write Fridge Wars based on a video game concept he wrote as a child. The script so far as delighted many readers, but Stephen believes there are greater things in store for the show.



Mark Adrian Ramirez
Animator

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Mark is an animator from Los Angeles. He has been an animator for over 10 years and hopes to animate a feature film within the next couple years.

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