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A Digital Detective Series for Tweens

OFFICIAL MEDIA GUIDE

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What is Ruby Skye P.I.?



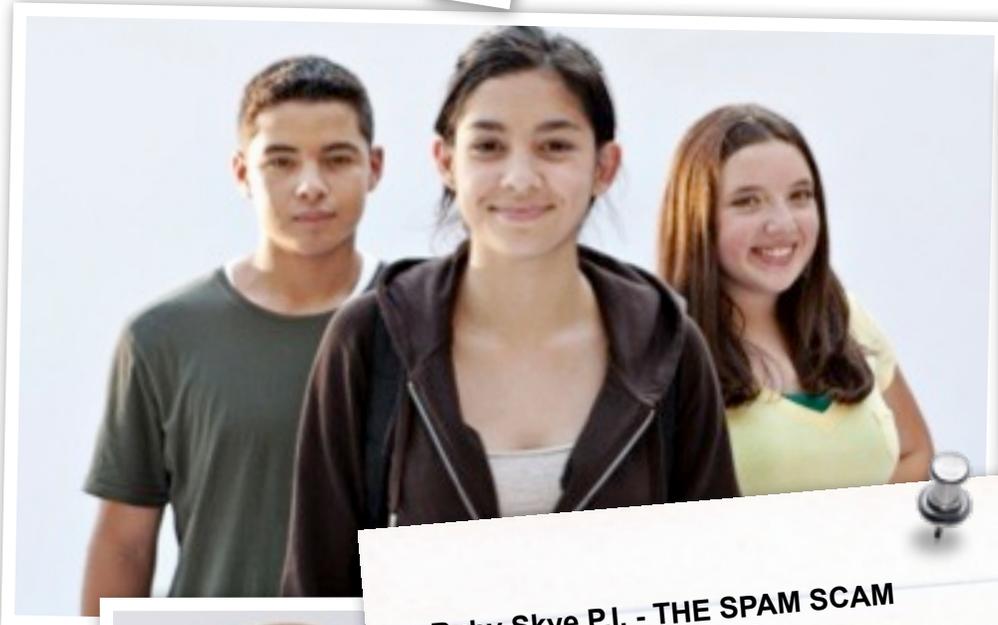
Ruby Skye P.I. is Canada's first detective web series & transmedia project made for Tweens. It's a digital collaboration of Toronto-based film, television, stage and digital talents.... and hundreds of their online friends, all over the world.



Starring Toronto-based Madison Cheeatow, our young urban detective **Ruby Skye P.I.** is a smart, quick-thinking and rather nose-y young woman who just has to get to the bottom of every mystery she sees in her downtown Toronto neighborhood - whether her friends and neighbors want her 'help', or not!

Ruby Skye P.I.'s first online mystery, *The Spam Scam*, launches on its artist-owned official website Monday, October 25th, 2010. *The Spam Scam* is serialized; unfolding over 12 short, cliff-hanger packed episodes released each week & currently available on the family-friendly official site, & where ever fine video is shared.





Ruby Skye P.I. - THE SPAM SCAM
Episode Release Dates!

10/25/10	Chapter 1: Animal Farm
10/28/10	Chapter 2: Kay Eye Ess Ess...
11/01/10	Chapter 3: Break-In Nov 1
11/04/10	Chapter 4: A Real Green Dress
11/08/10	Chapter 5: Caught Ruby Red-Handed
11/11/10	Chapter 6: Sister Act
11/15/10	Chapter 7: Stalled
11/18/10	Chapter 8: Scissor Sandwich
11/22/10	Chapter 9: Tossed
11/25/10	Chapter 10: Seven Minutes in Heaven
11/29/10	Chapter 11: Best Served Cold
12/02/10	Chapter 12: Duhn Duhn Duhn



The Spam Scam follows Ruby and her friends' hilarious adventures as she discovers that Someone is taking advantage of her colorful and kooky neighbor's generosity -- and That Same Scammer-Someone seems to be running their whole nasty operation right out of her very own school! Packed with comical characters and loaded with kid-friendly excitement and suspense,

Ruby Skye P.I.'s web series is part of a larger transmedia (aka, 'multi-platform') project designed by young adult television writer Jill Golick (Story2.Oh). Ruby Skye P.I. is uniquely rich with educational content and interactive activities designed to encourage kids and parents alike to be safe, smart and still thoroughly entertained, online.

FROM RUBY SKYE P.I. CREATOR JILL GOLICK

Turn out your light and go to sleep.

Just let me finish the chapter. Please?!

I remember being so consumed by a story when I was a kid that I couldn't put it down. There were those books where you'd get to the end of the chapter and you couldn't stop. Not now. So you turned off the light, dove under the covers, switched on your flashlight and read one more... and then another after that until you couldn't keep your eyes open anymore.

That's the story experience I was after when I started creating Ruby Skye P.I.

I wanted to build a world that kids didn't want to leave and a story with momentum, the audio-visual equivalent of a page-turner.

As a writer I always feel a responsibility to my audience, but when the audience is children, the responsibility is larger and more important. Or maybe it's just that I have mother written into every cell of my being.

Story can nourish the mind and the soul or it can be empty calories. We wanted to build a great entertainment vehicle dense in nutritional value: delicious and filled with ideas and meaning. We wanted to

engage kids imaginations and get them thinking.

Harry Potter proves that kids have long attention spans for great stories. They don't need jolts per minute or MTV cutting to hold their attention through 600 page books, just a great story rich with detail, humor, action and well-drawn characters.

As we set out to produce The Spam Scam, the first Ruby Skye P.I. mystery, the goal was deliver to kids great entertainment that respected their intelligence and their imaginations.

We also wanted our characters to look like real kids. We're all bombarded with images in the media of idealized people with perfect hair and perfect bodies clothed in outfits put together by stylist. We wanted our kids to look real.

We wanted them to be smart kids too. Independent and able to solve their own problems. Especially the girls....

For more from & about Jill Golick, see our contact information on the final page, or visit...

www.rubyskyepi.com



watch/interact/play/learn:

“The Spam Scam”

begins Monday October 25th, 2010 only at

www.rubyskyepi.com

Chapter One: Animal Farm online 10/25/10

Missing brownies. A nutty neighbour starving her fake pets. A disappearing best friend. A mysterious scam. Just a normal day in the life of Ruby Skye P.I.

Chapter Two: K.I.S.S.I.N.G. online 10/28/10

Here's what Ruby knows so far: someone scammed Mrs. Gooje out of a lot of money and the scam email was sent from Ruby's school, the Dragon Academy. So Ruby is on the lookout for someone at school who recently came into money.

Chapter Three: Break-In online 11/01/10

Ruby proves herself a master of the art of distraction – and pretty good at *Rock, Paper, Scissors* too. Hailey does some hacking. And the clues all point in the wrong direction.

Chapter Four: A Real Green Dress online 11/04/10

What's worse than shopping? Plenty, as it turns out. First, there's shocking news about Griffin. Next Diana turns up. And then things get really bad.

Chapter Five: Caught Ruby Red-Handed online 11/08/10

Just when it looks like things can't possibly get any worse, they do. Ruby's future as a great detective, an honest shopper, a best friend and a good sister hang in the balance.

Chapter Six: Sister Act online 11/11/10

Ruby discovers that Mrs. Gooje isn't the only victim of the Spam Scammer and as every detective knows, there are no coincidences. If Ruby can figure out what the scam victims have in common, she may be able to prove the police have the wrong suspect!

Chapter Seven: Stalled online 11/15/10

After embarrassing herself again, Ruby still isn't ready to give up her hunt for the Spam Scammer. She listens in on a phone conversation, catches a book thief, searches a classroom and follows a suspect.

Chapter Eight: Scissor Sandwich online 11/18/10

How far will Ruby go to win back the people who used to love her? Far! And still, that's nothing compared to the real shocker!

Chapter Nine: Tossed online 11/22/10

If you thought Ruby got Griffin into trouble before, just wait!

Chapter Ten: Seven Minutes in Heaven online 11/25/10

Danger. Claustrophobia. A ticking clock. Only science – and YouTube -- can save Ruby and her friends now.

Chapter Eleven: Best Served Cold online 11/29/10

Wedding bells, water bottles, free ice cream and sweet, sweet revenge. Ruby Skye P.I. catches the Spam Scammer. Case closed. But wait, there's more...

Chapter Twelve: Dunh Dunh online 12/02/10

Will Griffin ever talk to her again? Maybe, but only if Ruby can solve one final mystery.

Ruby Skye P.I. - a digital detective series for Tweens - is a production of Jill Golick's Story2.Oh and is produced with the participation of [The Independent Production Fund](http://TheIndependentProductionFund), and the generous support of our sponsors in corporate Canada, local small businesses, organizations and the creative contributions of many, many independent film, video & digital artists. These include: [Berman & Co.](http://Berman&Co), [The Dragon Academy](http://TheDragonAcademy), [Eastern Script Inc.](http://EasternScriptInc), Steven Golick at Osler, Polaroid, [Post City Sound](http://PostCitySound), [PS Production Services](http://PSProductionServices), [Rocket Science VFX](http://RocketScienceVFX), [TEACH Magazine](http://TEACHMagazine), [Fat Cat Wine Bar](http://FatCatWineBar), The Big Chill, [Believertown Productions](http://BelievertownProductions), [Choroid Films](http://ChoroidFilms), [Inkling Entertainment Inc.](http://InklingEntertainmentInc), [Montefiore Films](http://MontefioreFilms), [Brendan Meadows Photography Inc.](http://BrendanMeadowsPhotographyInc), [Richard Maslove Music](http://RichardMasloveMusic), [Film & Event Solutions](http://Film&EventSolutions), [Total Two-Way - Motorola](http://TotalTwoWay), [Trew Audio](http://TrewAudio), [Office Coffee Solutions](http://OfficeCoffeeSolutions).

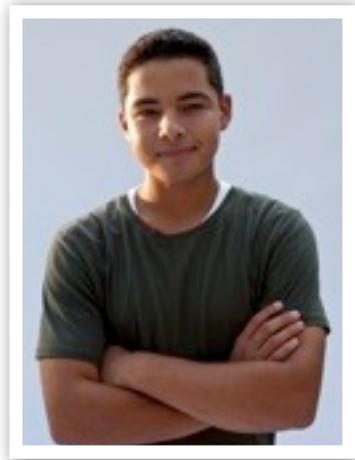
The Cast of Ruby Skye P.I.'s The Spam Scam!



*Madison Cheeatow
Ruby Skye*



*Marlee Maslove
Hailey Skye*



*Kevin Gutierrez
Griffin*



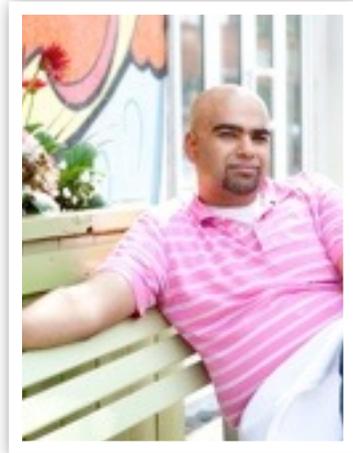
*Kirklyne Garrett
Mrs. Gooze*



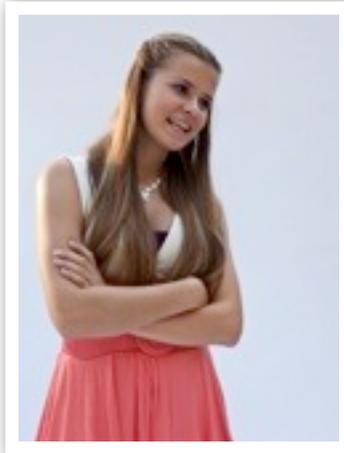
*Nawa Nicole Simon
Mrs. Springer*



*Ali Adati
Vinnie*



*Raj Varma
Gary*



*Elena Gorgerska
Diana Noughton*



*Ryan Egan
Flint*

what Ruby's friends online are saying



Until and concurrent with its official website launch, *Ruby Skye P.I.* uses social media platforms to alert its fans to breaking news, and shares behind-the-scenes videos made by some of Canada's most talented up-and-coming young directors, & teasers for the up-coming *Spam Scam* mystery. Here's a sample of what people have been saying about Ruby Skye P.I. so far:

Sets Starts With Water, his Blog Action Day post on Film Army blog

Brandon Laraby (A Tale of a Boy and his TV Show) blogs about the second trailer, Meet Ruby Skye.

The Robbo Mills Daily covers the announcement of the Ruby Skye P.I. launch date.

Elize Morgan at itin/erant lit: P.S. My Sister Sucks: Ruby Skye P.I.

Stephanie Law at ink canada – Canadian Screenwriters & Their Sketchy Friends' Facebook Group discusses: On The Set of Ruby Skye P.I.

Jennifer Liao at Believille: Introducing Ruby Skye P.I.



By Tami at Village Gamer: A First Look At Tween Transmedia Series Ruby Skye P.I.

Brandon Laraby (A Tale of a Boy and his TV Show) blogs about the trailer release.

Brandon Laraby (A Tale of a Boy and his TV Show) blogs about the Ruby Skye P.I.'s first producer's meeting on Twitter.

Scott Albert covers the Twitter producer's meeting over at GopherX.

A nice little post about Hailey Hacks Google Maps on Joozly News. Love the comments from the teachers about using Hailey Hacks in school.

A shout out from our good friend Fraser Mills in The Switch to Green

Shane Lindley at Imaginary Eric on Ruby Skye P.I., transmedia and franchises for girls and boys.



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DON'T MISS A THING! CONTACT RUBY SKYE P.I.

RUBY SKYE P.I. - *The Spam Scam!* - is Canada's first digital detective series for Tweens - and launches on its pending official website on October 25th, 2010.

OFFICIAL WEBSITE
www.rubyskyepi.com

**TRAILERS &
BEHIND-THE-SCENES VIDEOS**
["The Case of the Missing Brownies"](#)
["Meet Ruby Skye P.I."](#)

**ENGAGE WITH
RUBY SKYE P.I.
ON TWITTER:**
[@RUBYSKYEPI](#)

**AND
ON FACEBOOK**

FOR MORE INFORMATION:

Jill Golick, Creator
Story 2.Oh
[Story2oh \(at\) gmail \(dot\) com](mailto:Story2oh@gmail.com)



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