

# MEDIA ADVISORY

## *Project Firefly Animation Studios and Chili Pictures Premiere the Animated Pilot “Farm Force”*

**WHO/WHAT:** Orlando based Project Firefly Animation Studios and Chili Pictures will premiere their co-produced animated television pilot “Farm Force.”

**WHEN/WHERE:** Sunday, January 16, 2005  
7:00 p.m. – 9:00 p.m.  
Digital Media Arts Center  
39 S. Magnolia Avenue  
Orlando, FL 32801-2603

**DETAILS:** Farm Force is an action-packed animated comedy series about three ordinary farm animals, a chicken (Layla), a pig (Bigg) and a fish (Fishstix) who gain super powers after being struck by lightning from a super charged nuclear tornado. The fledgling trio of superheroes pledge wing, hoof and fin to protect their farm and the surrounding countryside from the evil schemes of their nemesis, Moojo, the Mad Cow.

Farm Force is a co-production of Project Firefly Animation Studios and Chili Pictures. Created by Ethan Long, Farm Force was produced by Robin Cowie and directed by Dominic Carola and Paulo Alvarado. Ethan Long, Chili Pictures, is a 1991 graduate of Ringling School of Art and Design and has illustrated for such clients as Dutton’s Children’s Books, Little Brown and Holiday House. Robin Cowie, Chili Pictures, is a filmmaker and television producer. Cowie produced *The Blair Witch Project*, two television series, and numerous television specials and commercials.

Project Firefly’s Dominic Carola and Paulo Alvarado spent over a decade apiece working for Walt Disney Feature Animation. Carola quickly rose through the animation ranks, animating on such films as THE LION KING, MULAN, LILO AND STITCH and BROTHER BEAR. Paulo Alvarado’s background includes such varied disciplines as character design, storyboarding and visual development.

Project Firefly is a full service animation studio providing 2-D and 3-D animation and artwork for theatrical and video releases, television series, commercials, interactive/internet media, children’s books and educational films.

***[Editor’s note: For more information or to RSVP, please contact  
Jennifer Hand, 407/224-5192 or day of at 407-765-8712]***