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ANIMATED FILM PROJECT TO HONOR SINGLE PARENTS

Orange County filmmakers set out to make a fairy tale to entertain children and encourage single parents.

Mission Viejo, CA, USA - Independent film company Polydactyl Pictures, is currently in production on *Magic Toast*, an animated short film with a message of hope for single parents and their children. The story explores childhood perceptions within the framework of a fairy tale that pivots around a little princess and her extraordinary mother. Paradoxically set amidst a world of castles and kingdoms the challenges and victories of the story are relevant to single parent households; especially those with limited incomes.

Trey and Wendy Solberg, founders of Polydactyl Pictures, wish to keep all production work on the film in Orange County. They will combine forces with Electric Eye TV in Tustin for all animation work and with Stewart Sound in Santa Ana for recording local voice talent once the project is funded. To date the Solbergs have personally invested several thousand dollars in the film in order to create the main characters and environments as well as to record the full narration track. However, a significant amount of funding (\$98,500.00 to be exact) is still required to complete the project. The filmmakers are utilizing the popular crowd funding website, Kickstarter in hopes of securing the funds needed and are currently running a fundraising campaign that will conclude on October 15, 2013.

As rewards for those who invest in the film through Kickstarter, there are opportunities for parents to record their child's voice and have it added to the film. As well, investors who were raised by single parents can add a personal message of thanks to their loved ones in the film credits. Other gifts for investors include autographed DVDs, artwork from the film and invitations to a premier party.

The Solbergs hope that *Magic Toast* will be seen by national and international audiences alike. Once the film is complete the filmmakers intend to enter it in independent film festivals but also plan to avail it, free of charge, to women's shelters, single parent support groups and similar charities.

When asked about the end goal of the project Wendy Solberg, creator and executive producer of the film said,

"There are so many single parents who make sacrifices and work twice as hard to build a happy home for their kids. I was raised by a single mom who didn't have two nickels to rub together but she created a beautiful and happy childhood for me with a little ingenuity and a lot of creativity. I know this film project sounds like a crazy mission. A friend of mine asked why on earth we wanted to raise and spend close to \$100,000 for a nine minute film that we will never sell nor make a profit from. The simple answer is that if we can encourage even a few struggling single parents then we will have found success for this film. Of course we also wouldn't mind gaining acceptance into a few indie film fests and perhaps winning an award or two along the way."

Polydactyl Pictures' *Magic Toast* Kickstarter project runs through October 15, 2013, 7:59pm PST. If the financial goal is not met by the end of the run then no funds change hands. Donations to the project can be made in amounts as low as \$1.00. Special tribute messages to single parents can be added to the

film for \$250.00 and parents who wish to record their child's voice and add it to the film can do so for a contribution of \$550.00.

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For more information about the Magic Toast Kickstarter campaign please visit:

<http://www.kickstarter.com/projects/637931712/magic-toast-a-fairy-tale-for-single-parents-and-th>

For more information about Polydactyl Pictures please visit:

<http://www.polydactylpictures.com>

Or to schedule an interview with Trey or Wendy Solberg please call (949) 632-9144 or email Wendy:

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