



# **HERE COMES THE FURY!**

**DANIELLE MILLER DEFIES SOCIETY, FAMILY AND  
THE ESTABLISHED ORDER OF SUPERHEROES TO  
BECOME A FURIOUS HERO OF HER OWN.**

**HALF-HOUR. ANIMATED. ACTION-COMEDY. AGES 14+**

Created by: Chris D'Alessandro and Leslie Pulsifer

# ***CREATED BY:***



***CHRIS D'ALESSANDRO***

**Chris is an award-winning screenwriter and comedy writer, currently working as a narrative designer in Toronto's video game industry. Chris' passion for telling stories about underdogs, the eternal plight of youth and the individual standing up against the masses fuel his inspiration for the Fury. He's also a lifelong comic book nerd, taking inspiration from writers such as Frank Miller, Bryan Lee O'Malley and Akira Toriyama.**



***LESLIE PULSIFER***

**Leslie has worked in many areas of animation production, most recently working as the Director of Animation Production at Taqqut, an Inuit-owned studio where she worked as a director and content developer to adapt indigenous stories into animated content, with a focus on language and cultural preservation. YouTube influencers, comics, and vintage video games helped fuel her vision for bringing the Fury to life!**

# SYNOPSIS

**DANIELLE MILLER is the awkward new kid at her high school, with a huge secret. She used to be famous. Sort of.**

Even though Danielle knows seventeen kinds of martial arts and has the kind of love for justice that most people would reserve for Beyoncé', she's just been fired from her first job—sidekick to an infamous big city superhero—and replaced by a younger, cuter, more social-media famous sidekick.

Danielle's formerly adoring fans move on. Her parents and ex-superhero mentor forbid her from fighting crime.

After 5 years in the spotlight, Danielle is forced to give up her life as a hero, move back in to her parents' house and live a normal life. No fame. No glory. No cool costume. No secret hideout. Danielle has to go to high school and work a series of ridiculous part-time jobs. Just like everybody else.

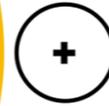
When her small town sees the arrival of its first-ever super villain, Danielle can't help but leap into action. With the help of EMILY, a local teenaged tech genius, Danielle adopts a new superhero persona, **The Fury**, and commits to fighting crime on her own terms.

Danielle becomes fast friends with lovable jock and juice stand employee-of-the-month, CODY, as well as frenemies with not-so-lovable, queen bee of the school, VALERIE. Danielle also develops a big fat crush on resident bad boy with a bad band, BLAKE (who is secretly that super villain we mentioned earlier).

As social pressure and antagonism against The Fury becomes seemingly insurmountable, Danielle questions if pursuing life as a superhero is worth it. Danielle must stand up to her former mentor, critics and even loved-ones to punch, kick and slash her way to becoming the hero she knows she is.



# IT'S KINDA LIKE...



**Buffy**  
The Vampire Slayer

The  
Breakfast  
Club

**SCOTT  
PILGRIM**

- ✓ An ass-kicking female protagonist with a secret identity.
- ✓ A down-on-their-luck protagonist fighting against the odds.
- ✓ Teen drama and romance.
- ✓ An unlikely group of friends.
- ✓ A challenge to societal norms, stereotypes and classic archetypes.
- ✓ A surreal world with an aesthetic inspired by comic books, anime and video games.
- ✓ Lots of punching. Lots of laughs.

## WHO IS THIS FOR?

**Young Adults, ages 14+. It's a coming-of-age story.**

Think *Sixteen Candles* or *Spider-Man: Far From Home* in terms of maturity level. It gets romantic, maybe even a *little steamy*, but never anything blue. It's action-packed, with lots of punching and kicking, and our characters can even get beat up, but there's no heavy gore.

If you're old enough to be admitted to the spectacle of a Marvel movie, but young (or young at heart) enough to appreciate all the emotional angst of a John Hughes film, then *Here Comes The Fury!* is for you.

However, we also believe it will appeal to **fans of comic books, manga, video games, superheroes and teen dramas** as a whole. We want to see The Fury on t-shirts at Comic Con.

# THE WORLD OF THE SHOW

**HERE COMES THE FURY! TAKES PLACE IN THE SMALL TOWN OF KANESVILLE, IN A WORLD FILLED WITH SUPERHEROES...**

In our world, superheroes are celebrities. Overpowered aliens from other worlds, lucky teenagers bitten by radioactive insects and brooding millionaires who have dedicated their lives to justice are all present. They all have endorsement deals, fans, a relentless news-cycle of tabloid journalism surrounding them and gag-worthy, selfie-filled social media accounts.

But even in a world filled with superheroes, not everyone would get to live in Gotham City or Metropolis. So we ask the question, “What do high school kids in the suburbs, where mundane reigns supreme, think about superheroes?”

How does that culture affect them?”

Their world is the local mall, the halls of their high school, backyard parties and their phones. Those are the places we’ll find our characters.

**It’s a light, bright, high-energy world. It pulls queues and visual gags from the pages of comic books and video-games. It features some playful jabbing at youth culture, but also celebrates the changing perceptions of who can be a hero—or even, an icon.**

This world is set up to make *Here Comes The Fury!* intentionally low-concept, with the opportunity to explore individual high-concept episodes. Like *Futurama*, *Rick and Morty* or *Star vs. The Forces of Evil*, the world allows for the freedom to explore endless potential adventures.

Alternate timelines, romps through outer space, talking racoons—it’s all on the table.

Then of course there’s high school—a perfect setting for teen drama and building character relationships. Think *Buffy The Vampire Slayer*. Just a gang of misfit teenagers, with exams and hormones... battling monsters and saving the day.



**WANT TO  
SEE MORE?  
CLICK PLAY  
AND ENTER  
THE  
PASSWORD:  
FURY**

## DANIELLE “DANI” MILLER

**AGE: 16**

**FUN FACT: SHE USED TO BE FAMOUS. SORT OF.**

Since Danielle spent her formidable years learning how to fight crime in isolation, she doesn't have much in the way of social skills and has no idea how to survive as a teenager.

She yearns to be a hero, has an unbreakable sense of justice, could kick your ass with both hands and a foot tied behind her back... and has all the social graces and cultural awareness of a senior citizen.

She's determined and physically tough; if Captain American can “do this all day”, she can go all week.

But she's still looking for validation and acceptance. Her ego is fragile. Like all of us (especially as teenagers), she wants to be loved and to fit in.

To become her own hero, she'll need to fight against her own self doubt and the world's expectations of her.

Also punch her old boss in the face. He deserves it.



# THE CHARACTERS

## EMILY “EM” EDMONDS

**AGE: 16**

**FUN FACT: “EM” SOUNDS LIKE “M”, THE CHARACTER FROM JAMES BOND MOVIES.**

Emily is a teenage genius and master inventor, but finds herself tragically on the outside of the popular crowd, looking in.

Emily quickly befriends Danielle and figures out her secret identity. This makes Emily Danielle's confidant and collaborator—supplying Danielle with gadgets and information. Sort of like Alfred, Oracle, Jarvis, Q and M all rolled into one.

However, Emily wants to be more than just Danielle's “guy in the chair.” She wants to be Tony Stark.



## CODY MATTHEWS

**AGE: 17**

**RATING: LOW-KEY HUMBLE.**

The high school jock as the bad guy is so overdone. Cody is the king of the school and it's easy to see why.

You might say Cody is popular because he's captain of the football team and junior manager at the local mall juice stand (he will totally hook you up with an ‘Orange You Glad It's Not Banana’ smoothie).

But the truth is people like Cody because he's a nice guy. He's got a good heart and would like nothing more than to be one of the superheroes that he idolizes.

In fact, he openly lobbies to be The Fury's sidekick.

He's not the sharpest knife in the drawer, but he is really well intentioned.

Emily has a huge crush on him. But she won't admit it. It's just as well, because Cody is absolutely oblivious.



## **BLAKE BENDER**

**AGE: 17**

**RATING: O.M.G.**

He's, like, such a rebel.

Blake's rough-around-the-edges look and attitude make him attractive, particularly to Danielle, who falls for him immediately.

Danielle doesn't want to admit that he's her type, since he's the antithesis of justice and order. He's literally too cool for school. He cuts class, plays in a bad punk band and has a complete devil-may-care attitude.

He rides a café racer motorcycle to school. It's not that hot. Whatever, it's stupid.

Blake was made an outcast from the "popular" group early on, and as a result, he's ready to rebel against whatever you got. He's not after money or fame, he just wants to watch the world burn, because screw those conformists, man.

He's also secretly a super villain. Keep that one to yourself.



# **THE CHARACTERS**

## **VALERIE VICKUS**

**AGE: 16**

**FUN FACT: THIS GIRL SUCKS AS A PERSON.**

Hipsters are the new bullies and Valerie is the hippest of the hip.

The bands she's into are way cooler than the bands you're into. Her face creams are far more organic than the ones you use.

Will she steal your boyfriend just to spite you? Totally. Is she constantly suspicious of Danielle and immediately threatened by her? You bet.

Valerie's real problem is that she can't imagine not being queen bee; beloved, feared, worshiped by all and the undeniable centre of attention. What she needs to understand is that being humble, being kind and helping others is far more rewarding than vanity and selfishness.

She's so ambitious and unshakable, she could even be a hero... but with purely selfish motives, she's doomed to be a villain, for now.

# SEASON ONE

- Still haunted by her failure and replacement as a former sidekick, **Danielle** must face off against **The Night Flacon**, challenge the superhero establishment and fight for her independence as a hero.
- **Danielle** and **Emily** become fast friends and partners in crime fighting, but suffer a crisis of trust in one another when **Danielle's** popularity grows and **Emily** feels the sting of isolation.
- **Danielle** and **Blake** begin a blossoming romance as themselves, but are adversaries as **The Fury** and **Neon Skull**, **Blake's** electro-powered villainous alter-ego. When their identities are revealed to one another, **Danielle** is faced with the prospect of giving up **The Fury** for **Blake**.
- **Danielle** is thrilled when popular girl, **Valerie** takes a shine to her—but it's revealed that she secretly hates **Danielle** for stealing **Blake** away from her. **Valerie** also despises how much love and attention **The Fury** gets. So when she learns that **Danielle** is **The Fury**, **Valerie** plots her revenge.
- **Danielle** must learn to accept and trust **Stephanie**, a former super villain who is herself trying to be a normal teenager.
- As revenge for making him an “outcast”, **Blake** wants to prove that society is vapid and corrupt. As **Neon Skull**, he sets out to cause as much anarchy and destruction as possible, and to still be embraced on social media more than any superhero. However, when he finds he's making real friends in **Danielle**, **Cody** and **Emily**, **Blake** begins to have a change of heart.
- **Danielle** faces every obstacle to being a hero. Her parents don't approve. Her former mentor treats her as a villain. Her first real romantic relationship ends because her boyfriend is a super villain. **Valerie** makes a better “hero” than she does. **Danielle** must find faith in herself to rise to the occasion and emerge triumphant as **The Fury**.



# **FUTURE SEASONS**

## **SEASON TWO**

**Danielle is on the verge of burnout. She's struggling to hold down a job, go to (most) of her classes and maintain her career as a superhero. The Fury has become the pride of Kanesville. However, The Fury is also starting to encourage other teens to try their hand at the superhero (and super villain) gig—which brings national attention to The Fury.**

**The Fury is forced to shut down a group of amateur vigilante heroes, including Cody, who receives an alien costume following a tragic accident, in which Danielle was unable to save his parents. Cody leads a rogue group of heroes against Danielle. However, when Danielle is unable to manage the amateur teenage heroes, the adult heroes, led by Night Falcon, are called in to shut down the kids. The result is an all-out superhero Civil War.**

**Danielle is forced to turn to Cody, Stephanie, Emily, The New Sparrow (who replaced Danielle as a sidekick) and even Blake for help. Blake and Danielle rekindle their relationship and learn to trust each other as they take on the established superheroes.**

**After defeating the establishment, Danielle accepts that she's not the only one who is special or allowed to be a hero — and leaves crime fighting to a new group of heroes. Danielle determines that maybe it's best if The Fury disappears for a while...**

## **SEASON THREE**

**Summer break is rapidly approaching. Crime in Kanesville is at an all-time low without much need for The Fury. Nobody has seen a superhero or villain in months. Danielle's problems now consist of failing her driver's test for the third time and keeping her relationship with Blake secret from the rest of the crew.**

**Peace is interrupted when a version of Emily from the future travels to the present day to warn of a terrible future, where Danielle has become a super villain, ruling over Kanesville with an iron fist. This drives Danielle to further believe that The Fury shouldn't exist .**

**The present version of Danielle travels to the future, which has become a techno-punk wasteland, to defeat her future-self.**

**Meanwhile, in the present, two superhero-hunting cyborgs defeat the remainder of our heroes. The group of friends is forced to turn to Valerie to become The Fury and defeat the cyborgs.**

**Danielle learns to accept that the future is not inevitable (and also how to drive on a 'Fury Road)', while Valerie learns to fight for someone other than herself.**



# **WHY THIS?**

# **WHY NOW?**

## ***HERE COMES THE FURY! IS ABOUT A NEW GENERATION DEFYING THE ESTABLISHMENT.***

**And we think that's an emotion which is currently very near and dear to young people.**

**Our principle character, for example, exemplifies the new age of female empowerment. Danielle is a young woman breaking out on her own, in defiance of an exclusionary old dude who he thinks has the right to say who is and isn't a hero.**

**Danielle's value doesn't come from being cute or taking a great selfie or being someone's sidekick. Her function is no longer to just compliment a man. And she doesn't need to ride anyone's coattails to succeed.**

**This is a character who is extremely good at what she does.**

**And it doesn't matter if the world is telling her she's not good enough. Or that she should shut up and smile. Or that life would be easier if she did not persist.**

**She's determined to do what she's best at, better than anyone else.**

**However, Danielle's challenge is that the world tells her it would be easier if she just gave up. We can all relate to being told that chasing our dreams is tough and we should temper our expectations.**

**There are plenty of female superheroes out there. But there aren't so many geared for a Gen Z audience who grew up with big budget superhero movies and who use culture as a form of communication. There are no superheroes for a woke, meme generation.**

**And we know, superheroes are everywhere right now.**

**But that means that everyone understands the conventions of the genre and of these types of characters. We believe this opens a window to defy expectations and to tell deeper, more character-driven, young adult stories for an audience who is primed to be interested in the subject matter.**

**We want to tell stories about heroes we haven't seen before, but we also want to tell stories about heroes that we can all see a bit of ourselves in. Our insecurities, our desires, our struggles, our dreams.**

# ***THANK YOU!***

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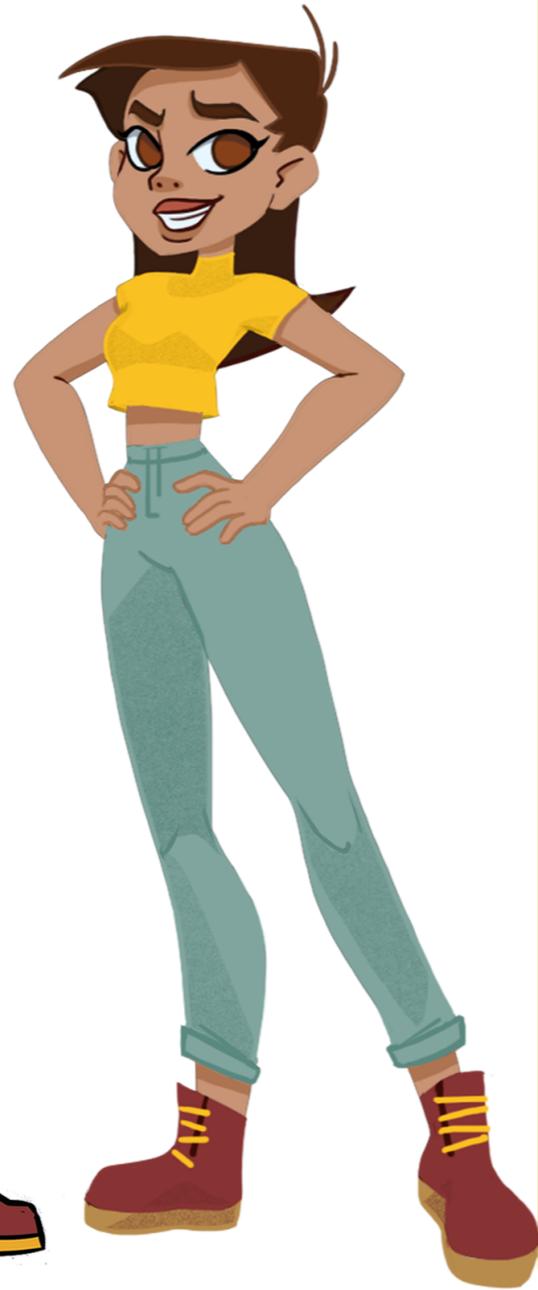
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***ADDITIONAL  
ARTWORK***



DANI

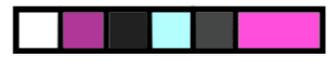


THE  
FURY

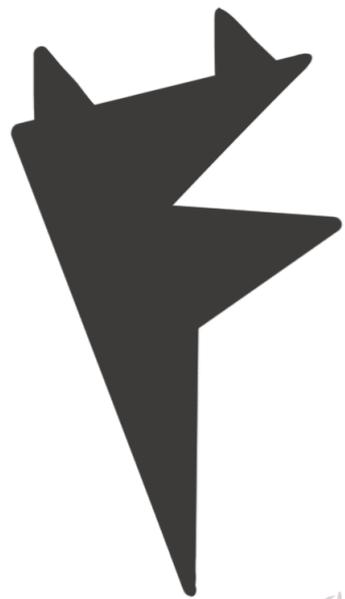


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Neon SKULL



WIKE  
SNOOSH

