

JINGLE DUST

A heartwarming Christmas film that delivers a powerful environmental message.



INFORMATION PACK

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JINGLE DUST FACTS & FIGURES

Genre:	Christmas, Fantasy, Family Adventure Film
Budget:	\$1.5m
Proposed Location:	TBC
Written By:	David Mallon & Steve Hough
Directed By:	Steve M. Kelly
Producers:	Dean Fisher, TJ Herbert & Valentine Nonyula
Status:	Packaging

Logline:

A gang of poor street kids discover the magical heel from Santa's boot, which can recycle broken toys into new ones, but their dreams of a perfect Christmas are threatened by a greedy couple determined to stop them and destroy Christmas itself. Can the children find Santa in time to save the holiday spirit?

Executive Summary

"Jingle Dust" is a heartwarming and magical family adventure that captures the true spirit of Christmas. This enchanting tale combines elements of fantasy, adventure, and holiday cheer, making it a perfect fit for audiences of all ages. With its captivating storyline, lovable characters, and a powerful message about the importance of recycling and preserving the environment, "Jingle Dust" is poised to become a timeless holiday classic.

The film's unique premise of using a magical artifact to recycle toys offers a fresh and modern twist to the traditional Christmas story. The dynamic between the resourceful street kids and the villainous Rusty and Musty Green adds excitement and humor, ensuring that viewers will be entertained from start to finish. The journey to find Santa Claus and restore the holiday spirit is filled with thrilling adventures, heartfelt moments, and valuable life lessons that resonate with audiences.

"Jingle Dust" has significant commercial potential with opportunities for brand and merchandise tie-ins, such as toys, clothing, and holiday decorations. The film's positive message about recycling aligns perfectly with current environmental trends and can inspire a new generation to care for the planet. Additionally, the film's magical elements and festive theme make it an ideal candidate for annual holiday programming on television and streaming platforms.

Join us in bringing "Jingle Dust" to life, and let's create a magical Christmas experience that will delight audiences and spread holiday cheer for years to come. Christmas films are re-licensed annually, generating ongoing revenue and returns for many years following their initial release.





SYNOPSIS

A gang of poor, street kids find the heel from Santa's boot and soon realise, that its magic!

It can recycle old and broken toys into brand-new toys and can give the children, and their dog Rufus, what they've always dreamed of... the best Christmas ever!

The children's dream of recycling their way to a very merry Christmas is soon under threat from the greedy owner of the local garbage dump, Rusty Green – Green by name but not by nature – and his gluttonous wife Musty, who both love garbage and hate recycling.

Rusty and Musty soon realise that their life-time ambition of owning the worlds biggest and most fabulous garbage dump will disappear if the children recycle their garbage. This leaves Rusty and Musty with only one option... they must destroy Christmas.

With the spirit of Christmas fading away every Christmas tree in the world starts to die. The Christmas star doesn't shine anymore and it no longer sprinkles jingle dust on the world – the magical ingredient that Santa needs to make toys.

There is now only one man that can save Christmas... Santa Claus! Can the children find him in time, or is he dead too... dooming every child in the world to the most rubbish Christmas ever.



Christmas films have tremendous commercial potential, often generating revenue for many years beyond their initial release. With a proven track record in delivering high-quality films, our team is well-positioned to create something special. A heartwarming story, led by children and anchored by a strong, relatable message, gives us a genuine opportunity to craft an iconic Christmas film.

Our team has experience in theatrical releases, and we intend to collaborate with a film distributor who shares our passion for this project. The release will be rolled out in two ways. First, we will target kids' cinema clubs, such as Saturday morning screenings, where tickets are offered at a reduced price but attract high attendance. At the same time we'll launch a standard cinema release with a unique edge and a call to action to engage audiences.

At the core of the film's message is the importance of recycling toys, and we plan to partner with children's charities to amplify this theme. As part of our release strategy, children will be encouraged to bring unwanted toys to the cinema in exchange for a heavily discounted or free ticket. These toys will be donated to charities that provide Christmas gifts for underprivileged children. Additionally, we aim to collaborate with organizations like Great Ormond Street Hospital, where the sale of these donated toys can help raise funds for their vital causes.



CASTING SUGGESTIONS

RUSTY



PETER KAY



JOHNNY VEGAS

MUSTY



CATHY BURKE



DAWN FRENCH

THE TEAM

STEVE M. KELLY

Director



ABOUT ME

I'm an award winning creative director, who loves to deliver visually stunning and compelling human stories. My Films and Prime Time TV series are Broadcast and streamed around the world on Netflix, Amazon Prime, Apple, SKY, BBC, ITV, C4, Ch5, Discovery and many more. My Commercials feature global brands shot around the world. I direct Feature Films, TV Films, Drama Series, Serial Dramas, Documentaries, Commercials, Factual, Entertainment, Factual drama & Comedy.

Whatever the opportunity, I always seek to create a safe, inclusive and fun atmosphere where the team and talent can enjoy working to their fullest potential.



DEAN FISHER

Producer



Dean Fisher is film producer and distributor of over 25 years. In his career he has produced fifteen feature films, commercials, short films and corporate videos.

Dean's biggest commercial success was City Rats starring Danny Dyer which reached number 3 in the charts and sold nearly 400,000 DVD's. He also produced the global success Interview with a Hitman starring Luke Goss, and The Man Inside starring Peter Mullan, Michelle Ryan and David Harewood.

Dean produced The Bromley Boys with TJ Herbert. They also distributed the film which received its gala premiere at Wembley Stadium. It was then released nationwide in the UK. The film was sold to airlines and many countries around the world.

One of his more recent films, Break, was shot in London and Beijing. The story follows an up and coming snooker star who goes to Beijing to play a key snooker tournament. The film stars Rutger Hauer among many others and received the first UK drive-in premiere.

He also produced the National Film Awards best thriller Stranger In Our Bed and Bolan's Shoes starring Timothy Spall, Leanne Best and Matthew Horne which was released in cinemas September 2023.

He Co-Produced 97 Minutes starring Alec Baldwin, Jonathan Rhys Meyers and Myanna Buring. 2023/24 he has produced a World War 1 Drama Glasshouse and Julie Pacino's debut horror film I Live Here Now.

TJ Herbert

Producer



TJ was born in the City of London. He trained at ARTTS International N.Yorks and TVI Studios in LA. His versatility as an actor has landed him both comedic and grittier roles. TJ also writes and produces. He is Founder and CEO of Itchy Fish Film which most recently produced the multi-award winning, coming of age football comedy 'The Bromley Boys' – TJ plays Roy Oliver. The film was released theatrically in the UK in June 2018 to critical acclaim and will be released in 15 territories including US, Australia, UAE, China, and Scandinavia in the summer of 2019. TJ's company Itchy Fish has a slate of projects in development in both the UK and Portugal

Valentine Nonyela is a Nigerian-British actor / producer. He appeared in many TV programs of the late 1980s and 1990s, including BBC television series South of the Border, The Bill, London's Burning, Holby City and A Touch of Frost. Apart from his career in the television industry, he also co-starred in several films, like the Isaac Julien film Young Soul Rebels and the James Bond film Casino Royale.

Nonyela has been active in the film industry in recent years from a different vantage point. Speaking at the 16th Cyprus International Film Festival, he shared his optimistic outlook on the future of filmmaking. Valentine Nonyela, a British producer residing in Cyprus, expressed his views on the film industry at the festival, highlighting the potential for a new era of international, independent filmmaking. He emphasized the exciting opportunities for storytelling diversity in the age of streaming and audience fragmentation, suggesting that local stories can hold as much power as Hollywood narratives.

Valentine Nonyela

Producer



DAVE MALLON

Co-Writer



David has worked in television for the past thirty years. For UK and international broadcasters. David has produced, directed and written documentaries, sport, comedy, current affairs and news programmes. David has also worked in playout, as a network director and presentation editor. David now uses his experience and knowledge to follow his real passion – screenwriting.

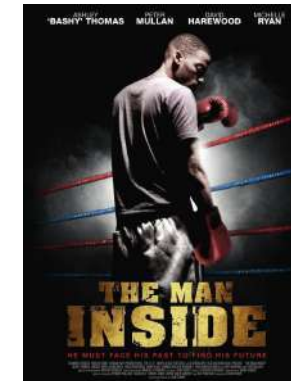
STEVE HOUGH

Co-Writer

Graduated, with honours, from the school of life Stephen was a fantastic screenwriter and producer. A great soul and a spiritual warrior, who loved the movies. Stephen wanted children to enjoy his films while learning about love and kindness. Stephen sadly passed away on 26/05/2024. Jingle Dust is the great gift that Stephen has left to the children of the world.









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