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GRAND AVENUE  
— STUDIOS —

At our core, we provide audiences:

*A deeply moving opportunity to laugh, cry and dream...*

*To cheer on flawed characters seeking redemption...*

*A chance to reignite your inner hero.*



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Our mission is to create empowering family and sports content.

## Initial Slate of Content



**The original screenplay and scripted series are generationally durable with strategic IP partnerships to unlock multiple revenue streams globally.**



Grand Avenue's tentpole feature film, *Travel Ball*, explores the pressures placed on elite teen athletes by well intentioned (yet misguided) parents, win at all cost coaches, and a multi-billion-dollar industry profiting from it all.



[motion picture concept art](#)

***Travel Ball* is an ensemble sports drama about a father and daughter struggling to hold on. It's about intense competition driving a wedge between best friends, and a coach who lives through his players to rewind his past. They're all on a collision course with hope, money, and the love of a simple game.**

## Treatment

James "Grit" Douglas, a former minor league player turned travel baseball coach, is devoted to his players, his soccer star daughter Avalon, and his wife Bianca, who's stood by him since their love story began in Venezuela. But Grit soon learns that loyalty doesn't always go both ways when his star pitcher, Skylar, leaves for an elite travel team offering national exposure and swag.

Grit, though a grounded coach, struggles as an overbearing soccer dad. Avalon cringes at his sideline outbursts and takes an unexpected leap, accepting a Premier League tryout in England without telling him. In this high-stakes competition, she discovers her own strengths and the freedom of playing outside her father's shadow.

Bianca, the glue of the family, is caught between secrets. She's hiding Avalon's journey from Grit and concealing Grit's desperate move, using Avalon's college fund to take his new protégé, Tre, to the Dominican Republic for rigorous baseball training.

As the story races toward a dramatic finish, tensions boil over at a national baseball tournament and everything starts to unravel for Grit, including a heartfelt showdown with Avalon.

In this unforgiving world of talent scouts, pro dreams, and strained loyalties, Grit must answer the ultimate question, can he hold his family together while chasing a victory that could cost him everything?



## Character Ensemble



**James “Grit” Douglas** is committed to his family,,, and baseball. He lives through his players to rewind his past. Grit’s obsession to take an underachieving player to the next level, potentially sacrifices the love of his daughter.



**Avalon Douglas** is a soccer phenom who shows no fear on the pitch. But to get the attention of her preoccupied father, she journeys to a far away land only to learn about her weaknesses and his strengths.



**Bianca Douglas** loves her family unconditionally and understands the sacrifices both Grit and Avalon make to win at all costs. She’s willing to keep a secret to hold it all together, one that will jeopardize her family’s stability.



**Tre Jackson**, initially seduced by the swag, learns quickly that it’s not about the shoes. His life changes after being betrayed by his former teammate, flame throwing pitcher **Skylar Sinclair**.



Tone & Style



## Strategic Partnerships



**Travel Ball Partners has secured top level partnerships with the following organizations:**

- **Manchester City Football Club (Avalon competes on the women's team)**
- **Major League Baseball (Licensing agreement in place for scouts to wear team logos)**
- **Perfect Game (1,000 plus tournaments and over 1.5 million players annually)**
- **Elite Clubs National League (250 plus Boys and Girls Clubs.)**

## Youth Sports - The Emerging \$100 Billion Market



**Travel Ball** will license multiple IP assets to the teen and family markets augmenting the global box office, PPV and streaming revenues. WinterGreen Research reports:

*“This is a nascent market; there is no end to growth in sight.”*



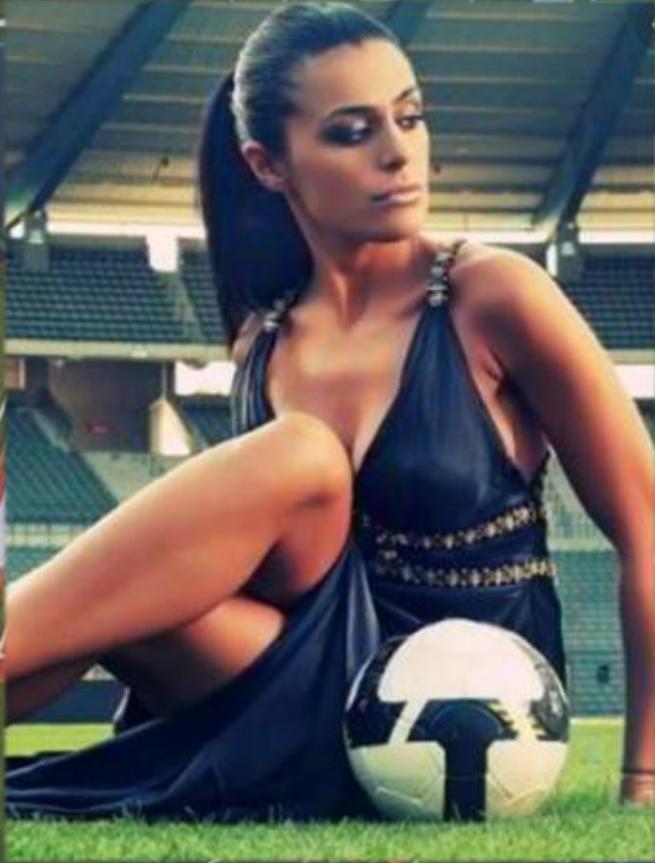
**THE  
ACADEMY**  
*WHERE PHENOMS COLLIDE*

A sports drama series created by Bruce McAlester



Imagine, physically fit and highly motivated teenagers competing to be #1 in their sport. Mix in the inherent drama of adolescence, “sky is the limit” dreams, talent agents, sports psychologists, N.I.L. money, performance enhancing drugs, Hall of Fame coaches and heightened passions all in a new scripted series that mirrors the headlines of today’s emerging \$100 billion dollar youth sports industry.

## Inspired by a chip on their shoulder...



Alani Mahoe is a top mental performance coach. Her bedside manner is rough, yet she saves careers of troubled super-stars.

Alani made her name as a pro surfer in Hawaii at 15, became a D1 soccer prospect then got addicted to painkillers and lost the edge, but not before gaining insights into elite mindsets and the fears that come with it.

Mexican national and tech guru, Alberto “Big Al” Pena purchased The Academy after selling his e-sports business, Swish.

Big Al intends to show the world he can do more than create avatars. He dreams of becoming a star maker.



Playing time is what they all want. The challenge is getting noticed by not only the coaches, but the strategic donors and social media. Some teens become so isolated their mental health is at risk.



**“DRE” & “X” - THE BANKS BROTHERS:** In The Academy, the football team is led by two stars, DeAndre “Dre” and Xavier “X” Banks. These brothers are both five-star recruits and plan to go to college as a tandem.

**MARTA ALVES:** Arguably the most photographed teen in soccer, this beauty has graced the covers of many magazines. Off the field the boys fantasize about Marta, the biggest hurdle for them is that she’s not interested.

**OAKLEY OLIVER:** The Canadian, girl next door tennis player, has been a phenom since 8U. Her Achilles heel is she’s not used to losing, and an early exit from a major spun her head. Her closest friend is her little dog who goes everywhere for “emotional support”.

**BYRON BARKLEY:** Byron, a point guard, referred to by the scouts as the “silent assassin”, was raised in foster homes in Atlanta. As a result, has issues trusting everyone... except his teammates on the floor.

**CALVIN “CAL” HUTCHINS:** The heart of the offensive line is “Cal” Hutchins. The left tackle out of a small town in Nebraska is a mountain at 6’6” and about 315 pounds. His talent is only exceeded by his work ethic. However, he is quite a partier when he gets the chance.



Most of the Academy's student athletes live on campus, so when they're not competing for state championships or Olympic gold, they're competing for the hearts, minds and bodies of each other.



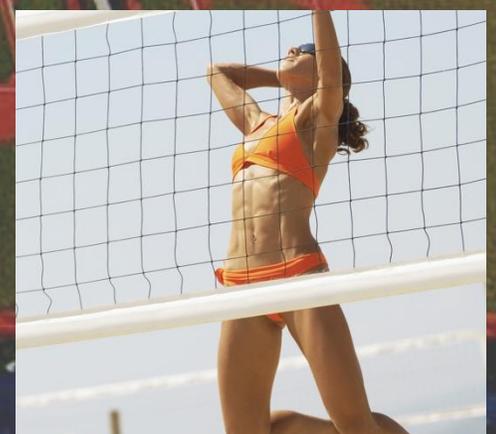
**BRANDON THOMPSON:** Brandon is a sure fire first round draft pick. He's been on the scouts' radar, no pun intended, since his freshman year when he hit the low 90's with his fastball. All the coaches protect him, and everyone wants to take credit for his success. He just wants another girlfriend. His weakness is loyalty.

**HANNAH & NICOLE ANDERSON:** The two beach volleyball teammates are identical twin sisters from Laguna Beach. The six-foot-two, toned athletes have already won Olympic gold. They enjoy playing tricks on the media and on dates, as most can't figure out who's who.

**DESTINY JAMES:** Not tall, or fast, or even good at sports, Destiny is there because her sports agent dad wants her to learn the business. To survive without athleticism, she flirts and makes the boys laugh. She's also Big Al's assistant and helps him keep it all together.

**JULIUS "TAKE IT TO THE BANK" BANKS:** Behind the scenes, Julius (Dre & X's father) is a recognized motivational speaker and pastor. He's purchased a McMansion near The Academy, drives a white Bentley and is a controlling, yet loving father who wants the best NIL deal for his kids and is driven by greed.

**JAVI MARTINEZ:** Javi grew up in Chula Vista, a border town below San Diego. The community seems to breed top Hispanic baseball players. Javi has soft hands and quick feet but a little too small for today's home run hitting shortstops. Just don't tell him.



# Bruce McAlester

The founder of Grand Avenue Studios and EMMY® Award winner, Bruce McAlester is an actor's director, writer and producer. His film, *Con Man*, was released by Sony Pictures and tells the redemption gone wrong story of Barry Minkow, the youngest person to defraud Wall Street. The Golden Globe and Oscar nominated cast includes Ving Rhames, Mark Hamill, James Caan, Talia Shire, Armand Assante and Justin Baldoni.

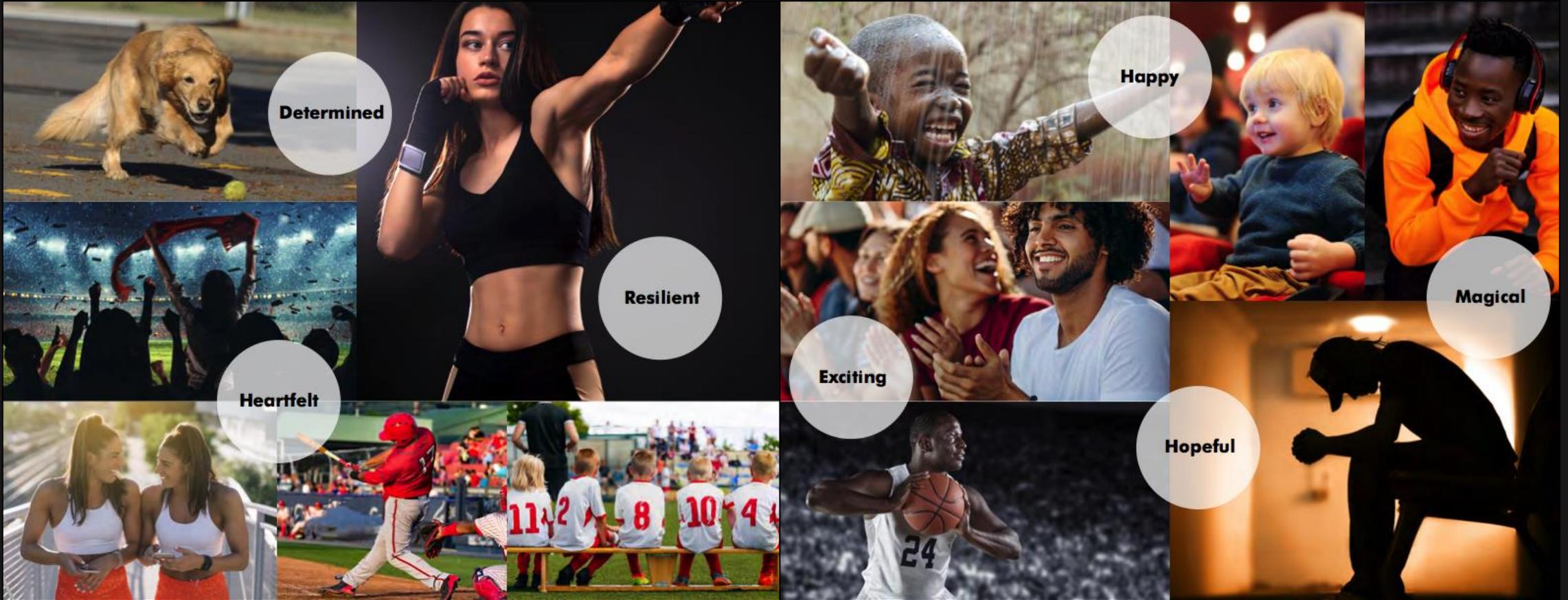
His filming spans decades from Saudi to Sydney, New York to Los Angeles. One project he's most proud of is *Chelsea's Light*, a San Diego Film Festival Award-winning documentary he produced and directed to help protect children from child predators. The film screened across the country to influence lawmakers by enacting "Chelsea's Law".

Bruce is a graduate from the University of Southern California's Division of Cinema/Television. He studied Shakespeare at the Royal Academy of Dramatic Arts, London and has been an active DGA member since 2004.



*Bruce wrote the original screenplay "Travel Ball" and is attached to direct the film. He's the father of NCAA athletes and the director of "Phenoms", a spec pilot about elite student athletes for Disney's Freeform.*

*“Heroic journeys celebrating humanity.”*





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For more information contact:  
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Original screenplay & pilot script available from:  
Greenberg Glusker, LLP