



MEDIA KIT





RIGHT PIT PRODUCTIONS & SELWYN FILMS

PRESENT

# FRIENDS NOT FOOD

**A Sitcom Pilot Developed by Felicia Greenfield**

**Written and Directed by Peter Stray**

29:58 minutes, USA

**Shooting Format** digital 4K (Panavision)

**Screening Format** 2K DCP or MP4

**Running Time** 29:58

**Genre** Comedy

**Language** English, Animal Sounds

**Ratio** 1.85:1

**Sound** 48k/24bit

## **Contact**

Felicia@LittleBearSanctuary.org. 917.974.2676

Instagram - @FriendsNotFoodtheFilm

FriendsNotFoodtheFilm.com





# THE STORY

## LOG LINE

A disenchanting, eco-conscious Gen-Xer ditches the urban hustle for a crumbling farm sanctuary in pastoral Florida, only to find herself wrangling an off-kilter crew of humans and animals alike. Amid the chaos, she discovers the messy, magical joys of connection—across species and sensibilities.

## PILOT SYNOPSIS

Once Upon A FaceTime...

Rachel, just two cats away from being a - *you know* - receives an unexpected, unorthodox offer to give up the glamour of her big city cubicle to go feed pigs and scoop poop at a faltering farm sanctuary in rural Florida.

Indubitably she accepts, and upon her arrival encounters one kooky creature after another. And then there are the animals. Learning the sanctuary is running on financial fumes and expired certifications, Rachel channels her city savvy and shows what a real cat lady can do. Then she goes back to scooping poop.

And so begins a new life amidst a cast of characters that almost seems made up.

## TAG LINES

Hey. Sheep Happens.

No Farm, No Foul

A Comedy for Vegans & Non Vegans

In a World of Pork Rinds, Be a Kale Chip.







# CREATOR'S MESSAGE

Welcome to *Friends Not Food* —

An earth-saving, joy-sparking farcical comedy quietly nudging viewers toward a more compassionate world. In a time when veganism is often just a punchline, I wanted to flip the script and use that joke as a tool for change.

My goals are simple: to crack you up, tug at your heartstrings, and help folks make the connection —that these precious piggies with big personalities shouldn't lose their lives for a few minutes of "mmm, bacon" pleasure.

Instead of bombarding folks with the grim realities of factory farming, how miserably over 10 billion animals suffer annually in the US, or how our current animal ag system is wrecking the planet, I'm inviting viewers into a world of endearingly unconventional characters—both human & animal—whom they can get to know, enjoy, and will probably want to learn more about.

Imagine if Elmore Leonard directed *Parks & Rec*, and *Schitt's Creek* denizens crashed the set with a herd of endangered zebras. That's *Friends Not Food*.

It just might help save the planet while lifting the clouds we've all been under these past several years.

As a board member of Little Bear Sanctuary in Florida, I've seen how these innocent souls change hearts and minds. That's why I'm committed to bringing this vision to life—not just as a pilot but as a full series with the potential to become a global comedic phenomenon.

For any animal activists reading this, rest assured my commitment to the animals is unwavering. Although bonafide costars, they were never made to do anything. They've always had free range of the sanctuary and are familiar with visitors wandering their home. We just followed their lead—literally. They were loosely written into the script, as was plenty of room for "improv with animals."

After ensuring our cast & crew were exceedingly animal-friendly, we went forth and filmed, knowing that at any moment, any one of us might get jumped on, bleated at, nuzzled, pecked, or... whatever it is that zebras do.

We're beyond excited to share *Friends Not Food* with you and the world. Let's laugh, love, and maybe discover that shared smiles are a step toward a more joyful, sustainable world.

Felicia







# LOCATION

## LITTLE BEAR SANCTUARY

The sanctuary's story begins in the 1930s on a small farm in Kassel, Germany.

A farm where the farmer and his wife had thirteen children, with one nicknamed Little Bear.

Her name was Ursula, and she was a happy farm girl who loved her animal cousins. Some say she could talk to the animals, and they spoke to her.

She and her twelve siblings grew up during a turbulent time in Germany; they lived through the darkest days of World War II and saw hatred and intolerance first-hand.

Like some families in Germany, Ursula's provided a safe place for Jewish people hiding from the Nazis. Ursula witnessed the intolerance, but learned the meaning of love, respect, and acceptance from her mother.

After the war, Ursula married an American soldier and they moved to the US. She and her husband had a son named Christopher, who, like Ursula, learned the meaning of love, respect, and acceptance from his mother.

Inspired by his mother's love for animals, Chris and his partner Randy decided to start a sanctuary to provide a safe place for animals from abusive situations. Like his mother and grandmother before him, Chris carries on the family tradition of selflessness and gives a safe forever home to his animal cousins with no home.

When deciding on names for the organization, Randy suggested naming it after Chris's mom, Ursula. They chose to use the nickname she was called on that little farm in Germany - Little Bear.

There are no bears at the sanctuary, just lots of happy and safe animals living their best lives.

## MISSION

Little Bear Sanctuary's mission is to provide much-needed healthy, compassionate permanent housing to abandoned, abused and/or neglected farm animals. We are a true sanctuary, our animals are never kept in pens or cages and are allowed to roam free in their natural environment.

[www.LittleBearSanctuary.org](http://www.LittleBearSanctuary.org)







# WHY IT'S THE RIGHT TIME FOR A VEGAN-ISH SITCOM

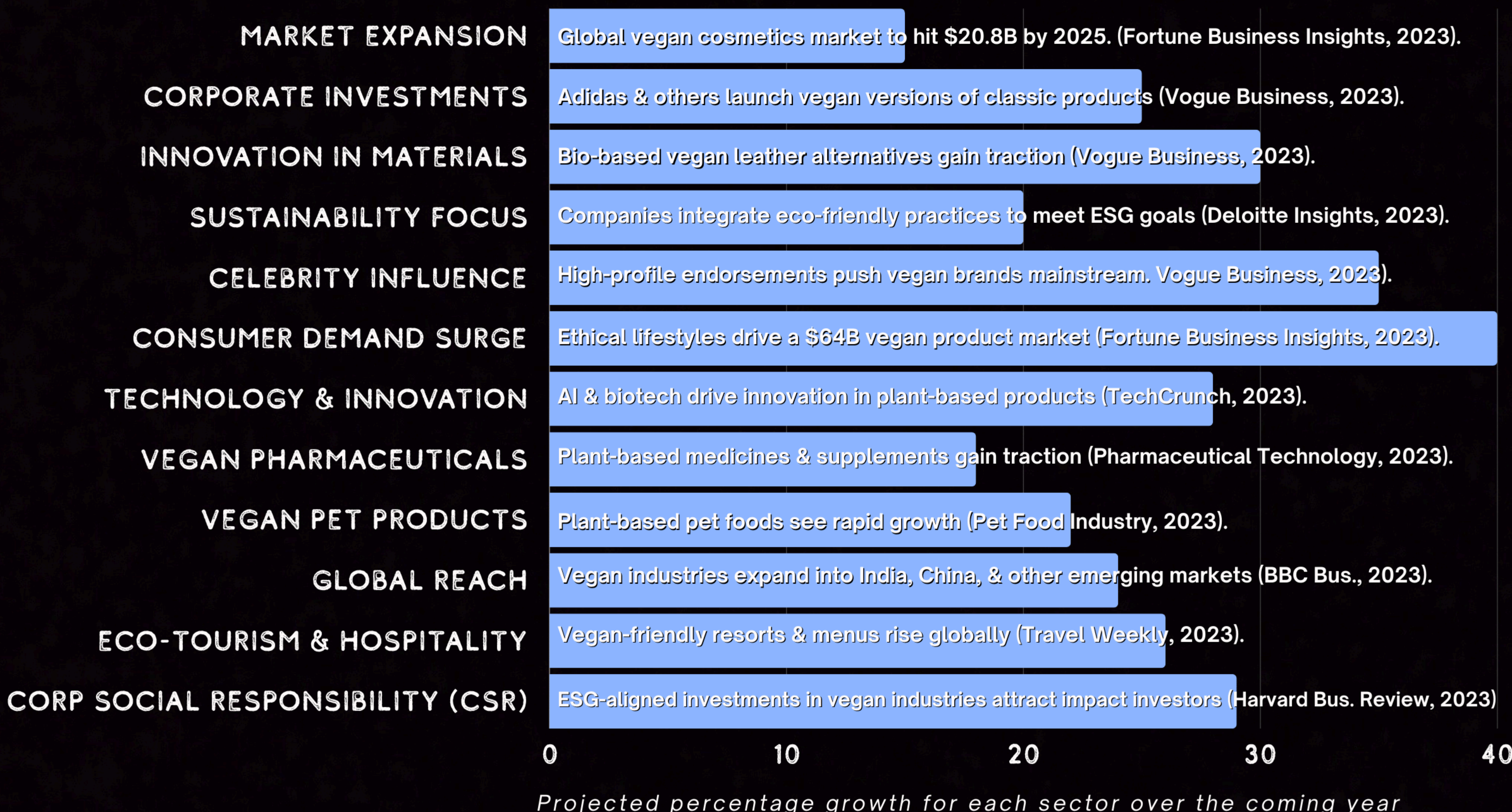
The world needs laughs—and fewer cow farts. With veganism shearing greenhouse gases by up to 70% and debates about plant-based lifestyles hotter than a Beyond Burger in an air-fryer, **there's never been a smarter time for a vegan sitcom.**

As top celebs like Joaquin Phoenix & Billie Eilish champion plant-based living, comedy can make the vegan movement both entertaining & profitable. From tofu tumult to oat milk mutinies, let's make going vegan entertaining, impactful, & profitable—because laughter & dollars can drive real change.

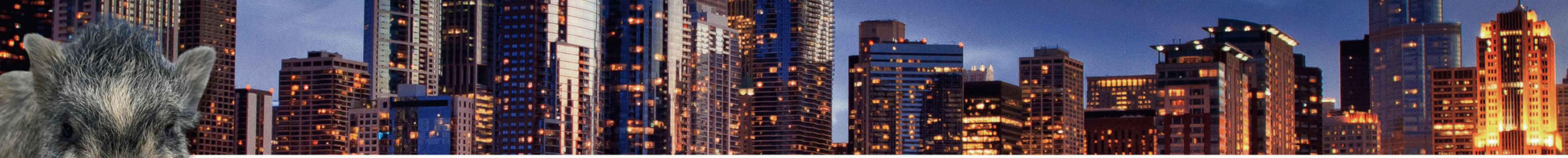
FROM PET SNACKS TO PLANT-BASED PRADA, VEGAN PRODUCTS ARE TAKING OVER. THIS CHART SHOWS WHY INVESTING IN CRUELTY-FREE IS NO LONGER JUST KIND—IT'S SMART. WITH CELEBS HYPING IT, CORPORATIONS BACKING IT, & CONSUMERS CRAVING IT, THE VEGAN WAVE ISN'T SLOWING DOWN—IT'S CASHING IN.

## Cashing in on Compassion:

VEGAN INDUSTRIES SET FOR REMARKABLE GROWTH







# FOREMOST FRIENDS

## FELICIA GREENFIELD

### **Project Creator, Executive Producer, & Rachel Berman**

Felicia Greenfield transitioned from her former career in sports marketing to one in front of the camera. With roles in *House of Cards* and *Homeland*, she embodies diverse characters like a wet-brain afflicted mother in the title role of the non-fiction short film *Linda*. Beyond screen roles, she appears in commercials for Ronzoni and Nickelodeon, and lends her voice to brands like American Express and Major League Baseball. Her talents extend to stunt work, notably in the upcoming *Black Rabbit*, directed by Jason Bateman. Off-screen, she champions animal welfare through her family charity, Grandpa Dave's Creature Comforts, and has helped build 22 schools (and counting) with the Foundation for Education in Honduras. FeliciaGreenfield.com



## PETER STRAY

### **Writer, Director, Producer, & Colin Scarborough**

Welsh-born Peter Stray is a creative dynamo, showcasing a multifaceted skill set that ignites screens across various formats. He has written and directed eight shorts, four pilots, and two acclaimed mini-series. With eight original films to his name, including the recently lauded *Created Sleep Transmissions*, which was nominated for Best Screenplay at the San Antonio Film Festival, his feature film *Canaries*, which he wrote and directed, propelled him to the shortlist for a BAFTA Best Newcomer award. As an actor he recently wrapped indie drama *Summerhouse*, playing the son of Malcolm McDowell and Apple TV's *Savant* with Jessica Chastain. Other film and tv credits include *New Amsterdam*, *Lost and Deadly Honeymoon* along with many Shakespeare and modern plays on stage. Stray is prepping his next feature as a writer-director and lists rabbits and octopuses among his favourite animals



## COOPER BARNES

### **Devon**

Born in Sheffield, England, Cooper began his acting career in 2001 with a role in the film *Digging with Earnest*. He is best known for his seven-year tenure as Captain Man on Nickelodeon's *Henry Danger* and *Danger Force*, where his charismatic portrayal of the lead character made him a fan favorite. Beyond his work on Nickelodeon, Cooper has guest-starred on a variety of popular series including *Jessie*, *Kickin' It*, *Cold Case*, *Suburgatory*, and *Switched at Birth*. A versatile performer, he is also the founding member of the sketch comedy troupe Frog Island and a recurring sketch player on *Conan*. His film work includes starring as Deputy Sam Byron in *Defending Santa* and voicing two characters in *Escape from Planet Earth*. Currently, Cooper is filming *Gunslingers* with Nic Cage, continuing to showcase his range and talent across multiple genres.



## SIMON JONES

### **Sir Donald Scarborough**

Simon is a distinguished British actor known for his versatile performances on stage, television, and in films. Born in Wales, Simon has gained recognition for his roles in projects like *The Hitchhiker's Guide to the Galaxy*, where he portrayed the affable and bewildered Arthur Dent, earning him widespread acclaim.

Other notable projects include *Brideshead Revisited* in which he played the Earl of Brideshead, and the second series of *Blackadder* (playing Sir Walter Raleigh). His films have included *Club Paradise*, *Privates on Parade*, *Miracle on 34th Street*, *The Devil's Own*, and *Downton Abbey*.

Since 2024, Simon has played the role of Bannister on HBO's *The Gilded Age*. SimonJonesinfo.com

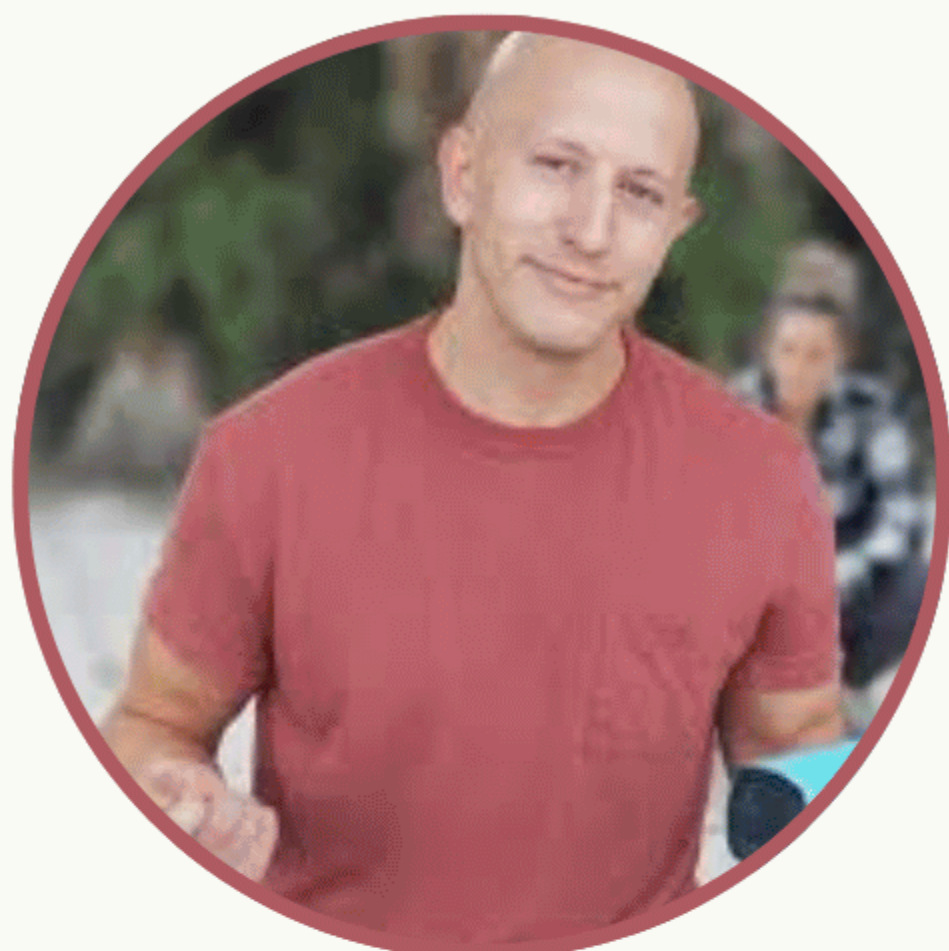


## PALMER DURR

### **Director of Photography**

Palmer Durr is an acclaimed cinematographer, director, editor, and filmmaking instructor. Just some of his professional highlights include conservation film work in the Amazon rainforest with the Kayapo Indigenous Community starting in 2013, and hiking with 35 pounds of gear while creating a documentary about a 240-mile journey through Greece.

Palmer has filmed for Google, Directors Adam Shankman & Nicole Daddona, Director Owen Thomas, Photographer Sasha Samsonova, Baked Studios, Center Design Brooklyn, Jeopardy, ESPN, Sports Illustrated Kids, Goldfish, Honda, KillCliff, and Tito's Vodka. His film work has helped raise over \$300,000 for charity. PalmerDurr.com



## STEVE BOGHOSSIAN

### **Editor**

As an experienced actor, effects and timing editor, and classically trained percussionist, Steve has worked extensively on independent projects, animations, and albums. Having a degree in Animation and Media Arts from Philadelphia, Steve was exposed to and trained in acting and voice acting, as well as special effects timing and compositing. Working with many independent artists, including visionary animators such as Robert Wurzburg from Herbiopolis Inc., Steve has firsthand experience with all aspects of film creation and effects.

SteveBoghossian.com







# FULL CAST FRIENDS



**COOPER BARNES**  
Devon



**FELICIA GREENFIELD**  
Rachel Berman



**PETER STRAY**  
Colin Scarborough



**SIMON JONES**  
Sir Donald Scarborough



**KIM MORGAN DEAN**  
Flora Pocock



**MEAGHAN BLOOM FLUITT**  
Teneisha Dacey



**ILIANA GUIBERT**  
Candace Lopez-Goldstein



**REGGIE PETERS**  
Nathan Fish



**JACOB A. WARE**  
Karl Runken



**AMANDA JANE STERN**  
Maisy-Fay Lovell



**TODD SHEELER**  
Bob Kittle



**ORION**  
Hieronymous



**KOA**  
Bagel





# CREDITS

## CAST

**Cooper Barnes** - Devon  
**Meaghan Bloom Fluitt** - Taneisha Dacey  
**Kim Morgan Dean** - Flora Pocock  
**Felicia Greenfield** - Rachel Berman  
**Iliana Guibert** - Candace Lopez-Goldstein  
**Simon Jones** - Sir Donald Scarborough  
**Koa** - Bagel  
**Orion** - Hieronymous  
**Reggie Peters** - Nathan Fish  
**Amanda Jane Stern** - Maisy Fay Lovell  
**Todd Sheeler** - Bob Kittle  
**Peter Stray** - Colin Scarborough  
**Jacob A. Ware** - Karl Runken

## CREW

Creator & Executive Producer - **Felicia Greenfield**

Writer & Director - **Peter Stray**

Directors of Photography - **Palmer Durr & Matt Braunsdorf**

Editor - **Steve Boghossian**

1st Assistant Director - **Amanda Jane Stern**

Costumes - **Tammy S. Harrison**

Casting Director - **Adrienne Stern**

Casting Assistant - **Juliet Olivieri**

Colorist - **Emily Bailey, Matthew Ein**

SFX - **Thomas Madrigal**

Sound Design & Mix - **Jon Young**

Music: **Gaia's Eye & The Repressions & Felipe**

Producers

**Felicia Greenfield**

**Amanda Jane Stern**

**Peter Stray**

Associate Producers

**Diana Galen**

**Donny Moss**

**Angela Relucio**

**Sean Russell**

Makeup & Hair Department

**Elexa Cangelosi**

**Bridie Coughlan**

**Stephanie Lyn**

**Nia Romnios**

**Zoe Stanton**

Camera and Electrical Department

**Derek Kemp**

**Blaze Mancillas**

Production Assistants

**Katherine Donnelly**

**Connor Farrell**

**Arianna Joy**

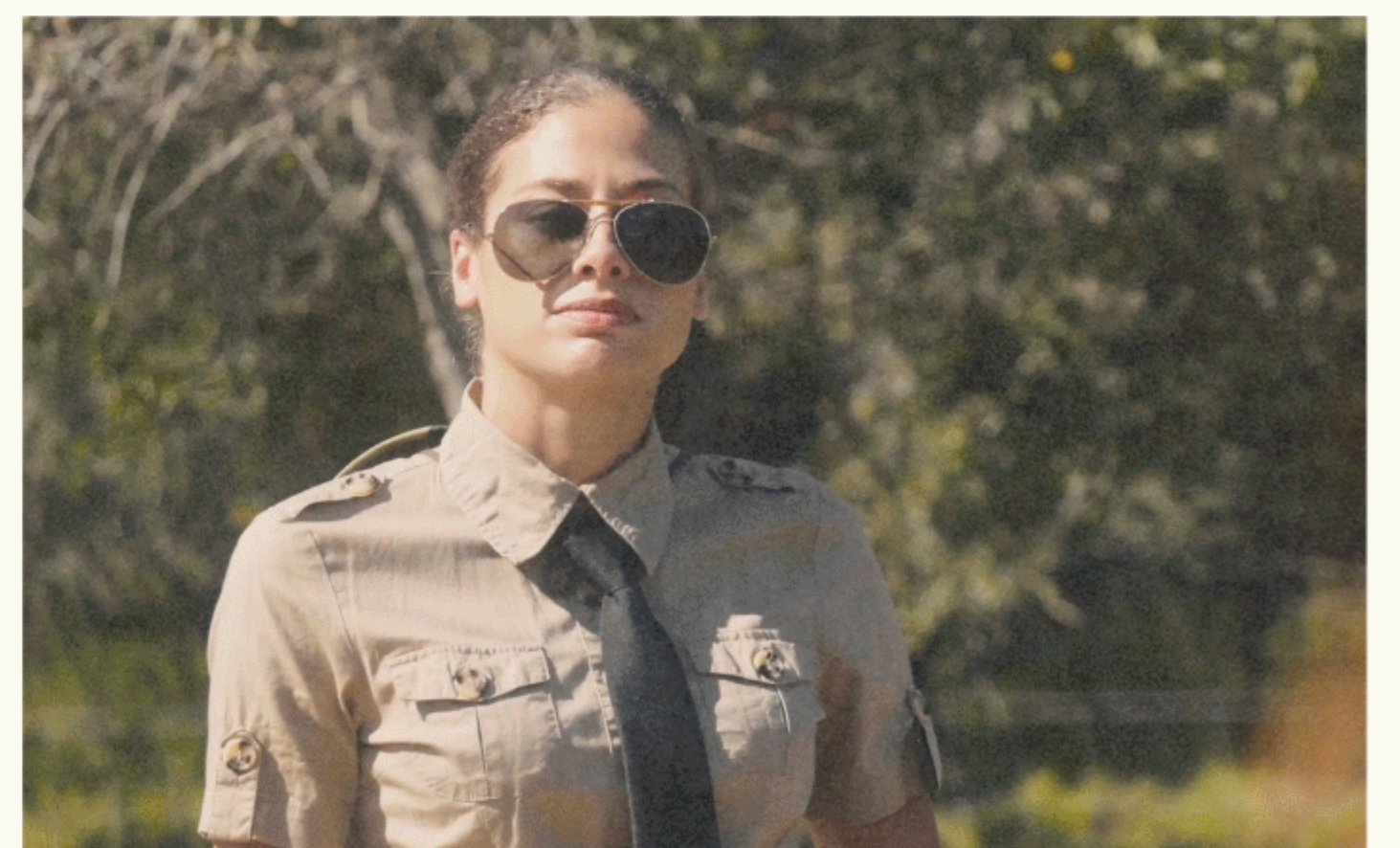
**Marcos Alexander Lopez**







# PRODUCTION STILLS







# SAY HAY TO OUR PLANT-BASED PARTNERS



## PLANT EATER APPAREL

*Online apparel company*

Plant Eater Apparel was started in May of 2022 as a creative outlet on Etsy for a stay-at-home mama with a passion for vegan activism. The mission of Plant Eater Apparel is to raise awareness for animal rights. We believe that wearing simple, straightforward messages that promote the vegan movement on clothing is an easy and effective way to advocate for animals.

[PlantEaterApparel.com](http://PlantEaterApparel.com)

## SEASONED GREEN

*Award-winning food truck*

Seasoned Green is a south Florida-based vegetarian food truck offering mostly vegan catering, meal delivery, & meal prep influenced by the South & the Caribbean with a hint of New American flavors.

[Instagram.com/seasonedgreen](https://www.instagram.com/seasonedgreen)



## THEIR TURN

*Online news magazine*

Their Turn is an online news magazine with print and video news stories documenting the animal rights movement and campaigns led by TheirTurn founder Donny Moss

[TheirTurn.net](http://TheirTurn.net)

## VEGANS EXPLORE

*Global community*

Are you a busy Vegan looking to meet like-minded friends, enjoy great food, and have a good time? Vegans Explore is here to help you connect with others who share your passion for a compassionate lifestyle.

[VegansExplore.com](http://VegansExplore.com)

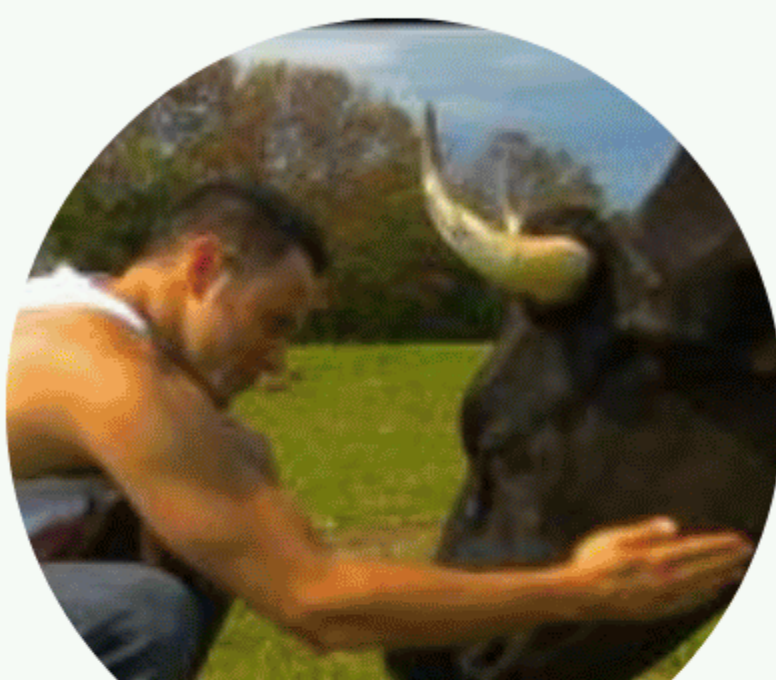


## VEGAN OUTREACH

*Nonprofit*

VO is a 501c3 nonprofit organization founded in 1993 whose mission is to end violence towards animals. We envision a future when sentient animals are no longer exploited as commodities. We focus on reaching the people who are motivated enough to make changes now—there are always many in our target audience who just need some guidance. By steadily increasing the number of vegans, we're laying the groundwork to reach a tipping point in which sweeping public policy changes for animals will become realistic.

[VeganOutreach.org](http://VeganOutreach.org)



**GAIA IS EYE**

Lyricist, man who likes to make people laugh, & founder of the Animal Rights-dedicated enterprise Vegan Brain Food.

[Youtube.com/@VeganBrainFood/videos](https://www.youtube.com/@VeganBrainFood/videos)



**THE REPRESSIONS**

The Repressions are an indie band from NYC featuring Barbara Dragon and Nate Lay. Their style has been described as "forest-music" & "ethereal indie rock" (BORO Magazine March 2018) & "music to feel your feelings to" (queensnycmusic.com).

The band dedicates their music to anyone who has ever been made to feel small for being sensitive, kind, smart, or ill.

They are also vegan for the animals, & defend the vulnerable at any chance they get, human or non-human.

The Repressions hope to make others feel less alone, by exploring & expressing that activism, feelings, & emotional honesty are strengths.

[TheRepressions.com](http://TheRepressions.com)



**FELIPE VEGAN KING**

My music is my artwork, come listen to my paintings. ONLY BUILT FOR VEGAN BEATS

[felipevegan.com](http://felipevegan.com)