



EMERALD ANVIL

A Multiplatform Fantasy Storyworld

www.EmeraldAnvil.com

Interview Requests and Press Inquires: press@emeraldanvil.com

Franchise Information and Business Affairs: info@emeraldanvil.com

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Once upon a time...

... a horror filmmaker had a kid who loved fairies. So, instead of creating a story about a vengeful witch, a murderous alien, or a possessed drug addict for them, the filmmaker invented 'The Herald Fairy of the Queen' and began leaving letters, buried chests and tiny doors around their yard for them to find. After a couple of years, the horror guy and his business partner since film school started thinking that maybe there was a fairy story they could tell using some of the unusual techniques they'd honed over the years - a story that would be compelling to them as adult fans of fantasy stuff.

And that's how *Emerald Anvil* was born.

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SOCIALS and TIMELINE

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BLACK VELVET FAIRIES

The podcast

GLIM

The board game

JOURNEY TO HADA

The novel

BATTLE FOR HADA

The NFT game



OVERVIEW

Emerald Anvil is a multi-platform fantasy universe centered on the mysterious fairy-world Hada. The creators of *The Blair Witch Project* partnered with executive producers of *The Lord of the Rings* trilogy, *The Golden Compass*, and *The Quest* to create an independent franchise with various points of entry into the *Emerald Anvil* storyworld. This grassroots project involves its audience across multiple formats while allowing *Emerald Anvil's* creators to preserve artistic integrity and IP ownership.

After over a decade of experimenting with variations of 'a sister and brother get teleported to a dangerous realm of fairies', the initial entry points into *Emerald Anvil* begin rolling out in March, 2024: a podcast - *Black Velvet Fairies*, a novel - *Journey to Hada*, a board game - *Glim* and an interactive NFT storytelling game called *Battle for Hada*.

Emerald Anvil was inspired by creator Gregg Hale's five-year-old's love of Tinkerbell and all things fae. Hale invented a fairy character that began a written correspondence with their child and staged 'events' like burying a 'fairy chest' in the backyard and a photo-shoot of his kids finding a bronze 'fairy door' in a Portland park. Over the course of several years, Hale and his creative partner, Eduardo Sanchez, turned these stand-alone concepts into a cohesive story-world inhabited by amalgams of their children.

For more in-story info, go to: EmeraldAnvil.com/Universe

For additional press and PR assets, go to: EmeraldAnvil.com/pr

SOCIALS

Twitter

[Twitter.com/Emerald_Anvil](https://twitter.com/Emerald_Anvil)
twitter.com/BVelvetFairies
[Twitter.com/BattleForHada](https://twitter.com/BattleForHada)

Instagram

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

Reddit

[Reddit.com/r/EmeraldAnvil](https://www.reddit.com/r/EmeraldAnvil)
[Reddit.com/r/BlackVelvetFairies](https://www.reddit.com/r/BlackVelvetFairies)

Facebook

[Facebook.com/EmeraldAnvil](https://www.facebook.com/EmeraldAnvil)
[facebook.com/BlackVelvetFairies](https://www.facebook.com/BlackVelvetFairies)

TikTok

[tiktok.com/@emerald_anvil](https://www.tiktok.com/@emerald_anvil)

Discord

discord.gg/emeraldanvil

TIMELINE

- March 12** *Black Velvet Fairies* podcast trailer goes live
- March 19** Episode #1 of *Black Velvet Fairies* podcast released by PRX
- April 23** *Glim* board game Kickstarter goes live
- May 21** *Journey to Hada* novel available for purchase
- June 3** *Battle for Hada* NFTs go on sale
- June 11** Final episode (#13) of *Black Velvet Fairies* podcast Season One
- June 17** *Battle for Hada* NFT reveal phase begins

TEAM



Gregg Hale and Eduardo Sanchez
Creators and Executive Creative Directors

Eduardo Sanchez and Gregg Hale have been creative partners for over twenty seven years and are best known for making *The Blair Witch Project*. They have made eleven feature films (including the sci-fi/horror film *Altered* and the infamous possession movie, *Lovely Molly*), five television series/specials and dozens of television episodes (including *Yellowjackets* and *Star Trek: Strange New Worlds*). They have created several series of national commercial spots and hundreds of other creative elements including comic books, video games, traditional advertising pieces, live events, and theme park rides (including narrative work with Disney Imagineering).

Since the very beginning of their partnership, Ed and Gregg have created story-worlds that blur the line between fiction and reality. *The Blair Witch Project* used the internet in never-before-done-ways to propel a low budget film into an international sensation. They applied the same principles of audience engagement to create advertising for Fortune 500 companies such as Audi, Sharp, Pontiac and Verizon as well as entertainment properties including *True Blood* and *Terminator: Salvation*. Combining narrative tropes and non-fiction production techniques, they also created the fantasy setting for ABC's elimination reality show, *The Quest*.

Their film and transmedia work has garnered an Independent Spirit Award, the Prix de la Jeunesse from Cannes, the Midnighters Audience Award at SXSW, a Nova Award from the Producers Guild, Best Directors at Fantastic Fest, a Cannes Bronze Lion, and multiple MIXX, Clio, Effie and Addy awards



**Jane Fleming
and Mark Ordesky**
Executive Producers

Hollywood veterans Jane Fleming and Mark Ordesky are founding partners in Court Five, a film and television production company empowering storytellers to develop and produce distinctive commercial content for global distribution in all media.

As New Line executives, Fleming and Ordesky were involved with groundbreaking independent cinema, including the company's first Best Picture nominee (*Shine*); its first *Palme d'Or* at the Cannes Film Festival (Lars von Trier's *Dancer In The Dark*); and *The Lord Of The Rings* trilogy, for which Ordesky was Executive Producer, supervising all elements of development, production, and post. Collectively, they were responsible for over 60 films while at New Line and Fine Line, collectively grossing nearly \$4 billion at the worldwide box office, earning 38 Academy Award nominations with 18 wins.

As Court Five, Fleming and Ordesky have produced seven feature films, including two from the creators of *The Blair Witch Project* (*Lovely Molly* and *EXISTS*), as well as the

Emmy-award winning Disney+ television series, *The Quest*. Court Five's Netflix Original, *#RealityHigh*, kickstarted the platform's YA film dominance.

Ordesky is on the board of the American Cinematheque and is a member of the Academy of Motion Picture Arts and Sciences, the Producers Guild of America, and the Television Academy.

Fleming is a two-term former president of Women In Film. She continues to serve as the organization's President Emeritus. She is also a member of the Producers Guild of America and the Television Academy. In 2009, Ms. Fleming was honored by Girls Incorporated® for furthering the professional lives of women in media and bringing a spirit of innovation to her career.

BLACK VELVET FAIRIES



EmeraldAnvil.com/blackvelvetfairies

Season One of the ***Black Velvet Fairies*** podcast is the audio diary of Lucy Verdell, whose grandmother leaves her four black velvet paintings of fairies. But not twinkly, little sprites—these are grim warriors, kings and queens. As she investigates her family's history with the artwork, disturbing dreams and unexplained encounters pull Lucy toward a dark and dangerous fairy world that some believe is real. The podcast stars **Gretchen Lodge** (*Lovely Molly*) as Lucy and **Chris Osborn** (*Exists*) as her friend and sound engineer, James.





The podcast will be distributed in partnership with [PRX](#), one of the world's top podcast publishers. New episodes of the 13-episode series will be released on Tuesdays from March 19 through June 11. ***Black Velvet Fairies*** is available free on-demand across all major platforms, including Apple Podcasts, Spotify, Amazon Music, Overcast, and Pocket Casts. An audio trailer is available March 12. The creatives behind ***Black Velvet Fairies*** include Executive Producer **Mike Monello**, co-founder of the award winning entertainment agency, [Campfire](#) and Co-Producer of the acclaimed genre-busting horror film *The Blair Witch Project*; Writer/Director **Jamie Nash** (*Altered*); with editing and sound design by **Jordan Miller** (*Camp Nightmare*).

“The team behind *Black Velvet Fairies* has a track record of high-octane creativity and of creating new possibilities for different mediums. We're thrilled to be a part of realizing this vision for a compelling audio series,”

Jason Saldanha, Chief Operating Officer of PRX.

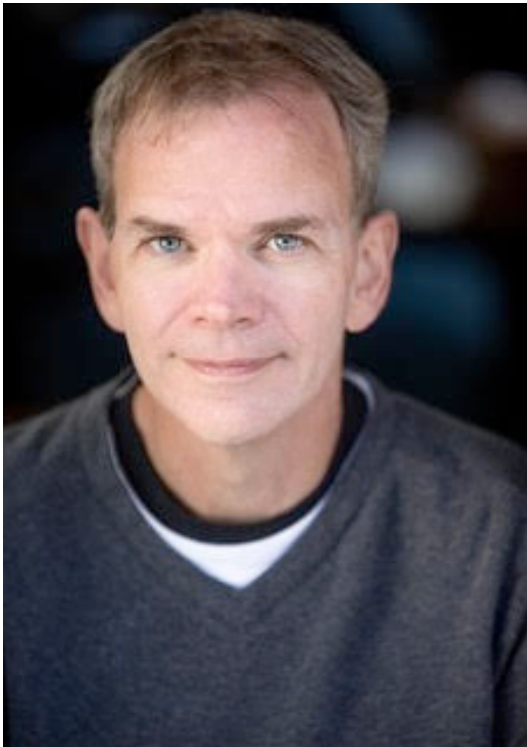
“I've been podcasting for a long time, but this show is re-educating me on what the medium is capable of,” said **Brian Dunning** of the 990+ episode podcast, [Skeptoid](#). Dunning appears in ***Black Velvet Fairies*** as one of Lucy's guest experts on fairies. Additional guest appearances include **John Kruse** (author of over a dozen books on fairies), **Heather Freeman** (*Magic in the United States*), and paranormal expert **Greg Newkirk** (*Haunted Objects Podcast*).

The *Black Velvet Fairies* Team



Mike Monello - Executive Producer

Michael Monello is co-founder of Campfire, an entertainment agency that develops strategies and campaigns to launch new products and entertainment franchises, specializing in participatory and immersive experiences. Campfire has created programs for *Game of Thrones*, *Watchmen*, *Westworld*, *The Man in the High Castle*, *What We Do in the Shadows*, *The Walking Dead*, and more.



Jamie Nash - Writer/Director

Jamie Nash has written and sold almost every type of story under the sun, including the horror films *Exists*, *V/H/S/2*, *The Night Watchman*, *Altered*, and *Lovely Molly*, and the family films *Santa Hunters* and *Tiny Christmas*. He's also directed the horror films *Last Night at Terrace Lanes* and the anthology segment *Fun with Furklee* for *A Comedy of Horrors Vol. 1*. He is also the author of *Save the Cat! Writes for TV* and *The Save the Cat! Beat Sheet Workbook*. He teaches screenwriting at the Maryland Institute College of the Arts (MICA) and co-hosts the podcast *Writers/Blockbusters*.



Gretchen Lodge - Lucy Verdell

Gretchen is very excited to be part of the *Black Velvet Fairies* family, playing the part of Lucy and working with the dream team behind *Lovely Molly* again. Gretchen started her acting career in musical theater, and has had the pleasure of working in musicals such as *Chicago*, as well as TV and film projects that run the gamut from improv-comedy to drama. She's had a lifelong obsession with fairies and it's been a dream come true helping bring to life a completely new kind of fairy lore.



Chris Osborn - James

Chris Osborn is a multi-hyphenate artist and filmmaker in Los Angeles. He works in front and behind the scenes to create art that is resonant and emotionally fulfilling. His acting credits include *Westworld*, *Friday Night Lights* and *The Vampire Diaries* as well as numerous commercials and a handful of feature films. He is currently in development on several projects and loves to surf and golf when he's not on set.

GLIM



<https://www.kickstarter.com/projects/emeraldanvil/glim>

Glim is a dice-based, tabletop board game set in the *Emerald Anvil* story universe — a fantasy world of fairy-like beings battling for control of the planet Hada and the fate of its human inhabitants. Players assume leadership of one of four Hadeen 'dominions': Auga, a neutral economic powerhouse — Hogo Sha, ardent defenders of mankind — Pydos, religious fanatics on a genocidal crusade — The Walking, sorcerers with an unknown agenda.

Using the unique strengths of each faction, players vie to win cards that expand the power of their dice-rolls or thwart their enemies' strategies. With the option of short, single-round skirmishes or more epic battles involving multiple engagements, players accumulate 'Glim' — the mysterious power that allows the Hadeen to fly using wing-shaped 'glyphs' or battle with blades of solid-light.

With an Earthly backstory dating back to the 1800s, *Glim* is both a game and an artifact of the *Emerald Anvil* storyworld.



As lifelong *Dungeons and Dragons* players, *Emerald Anvil*'s Gregg Hale and Mark Ordesky knew they wanted a gaming component as one of the story-world's initial platforms. After interviewing other game design firms, Hale found the perfect collaborators in his hometown of Portland, Oregon: Jenn Ellis and Keith Baker of Twogether Studios.

Twogether not only understood the desire to create a quality board game, but intuitively knew the game needed to act as another branch of *Emerald Anvil*'s storytelling. Fully embracing the 'Is-It-Real?' concept of the *Black Velvet Fairies* podcast, designer Jenn Ellis came up with the idea of the game having been played by the fairies of Hada before being adopted and adapted by humans.

“I loved how the different manifestations of *Emerald Anvil* explore the world of Hada from different perspectives and points in time. Board Games are such tangible things we gather around. I liked the idea of approaching it as an artifact of the world, like an addictive game of chance with an ulterior motive.”

Jenn Ellis, Game Designer, Twogether Studios

The *Glim* Team



Jennifer Ellis and Keith Baker
Twogether Studios

Twogether Studios is the game design studio of Jennifer Ellis and Keith Baker. We believe that games can delight and bring people together. In a world where so many forms of entertainment are passive, games engage people and help them create their own stories.

We design a wide variety of games including casual party games like *Action Cats* and *Cool Cool Cool*, deeper story-driven games like *The Adventure Zone: Bureau of Balance* and *Phoenix: Dawn Command*, and enigmatic classics like *Illimat* and *Glim*. Although the gameplay and themes of our games are unique, each one embodies our signature design focus of creating approachable delightful games with amazing art and design in collaboration with other artists.

Glim artwork by Ren Lindroos - <https://renattack.com>

Glim graphics by Adi Slepach - <https://www.adislepach.com/>

JOURNEY TO HADA

Journey to Hada on Amazon

Journey to Hada is the first novel in an expected nine-book series that will tell the story of the lynchpin of the *Emerald Anvil* universe: the De Leon family of Portland, OR. The De Leons' tale — and the primary arc of the story-world — kicks into gear when Morgan (14) and Orion (11) are teleported to Hada, a planetary disc dominated by beings that fly on 'wings' of energy.

A girl in search of her mother.

A dangerous fairy-world.

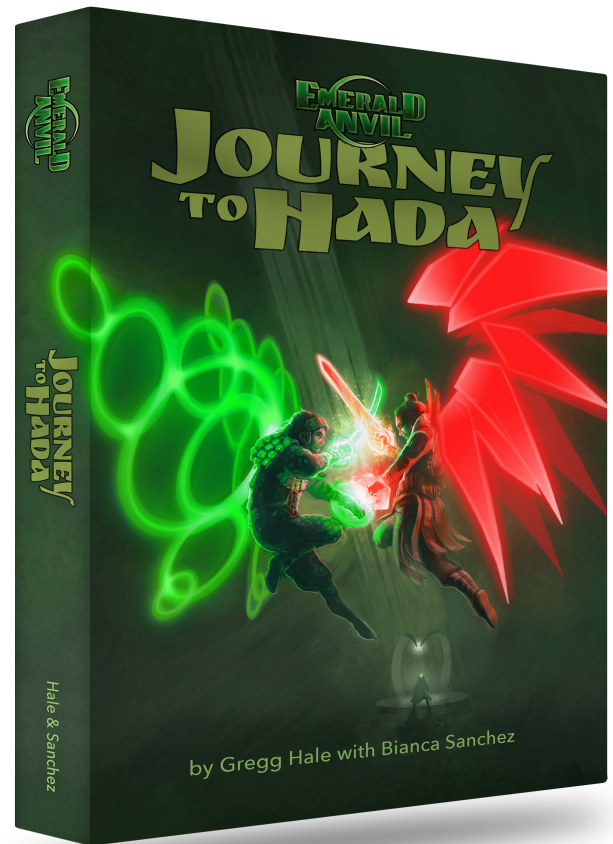
A mystic crusade.

Morgan De Leon witnessed her mom whisked away by a fairy when she was four, a trauma that plunged her father into madness. Fighting to believe what she saw, she grows up armoring herself against a world of ridicule and disbelief. She finds solace in the one person she can trust: her younger brother, Orion.

Ten years after their mother disappeared, Morgan and Orion discover a way to follow her to the realm of the fairies.

The siblings are teleported to Hada, where they find a world of beings who fly with wings of energy and a population of humans who have lived there for centuries. Dominions vie for power through intrigue and subterfuge. A vast empire wages a decades-long campaign to eradicate the Earthly 'invaders'.

Morgan and Orion's arrival sets off conflicting prophecies across Hada's many faiths. Some see them as saviors — others as harbingers of doom. Surrounded by political schemers and religious zealots, they must choose sides, find allies and navigate new-found powers to survive.



Journey to Hada was written by *Emerald Anvil* creator Gregg Hale, working with co-creator Eduardo Sanchez's oldest offspring, Bianca (age 23, they/them). Having known them since literally their birth day, Gregg was aware of Bianca's skills not only as a writer, but as an actor and visual artist. When Hale and the elder Sanchez decided to base the family at the center of the story-world on Ed's Cuban-American heritage, an unusual writing plan was hatched: Bianca would 'play the part' of Morgan and contribute to the story as an improvisational performer/writer.

Contributing writer/illustrator Bianca Sanchez created *Journey to Hada's* drawings 'in-character' as Morgan DeLeon, starting when the character was four-years-old.



Inspired by his experience as a *DnD* 'Dungeon Master', Hale constructed the first draft of the novel as a literary role-playing game. After collaborating on Morgan's character and back-story, Gregg pre-wrote certain settings, characters and scenes, then he and Bianca got on a on-line document and progressed through the plot in much the same way as a player would move through an RPG. In this manner, the writing team was able to make Morgan's voice as a 14-year-old Latina as authentic as possible.

“A wonderfully realized modern fantasy in the tradition of *A Wrinkle In Time* and the *Narnia* series that completely reinvents the fairy myth, adding urgency, relevance, and very real stakes. Readers will fall in love with Morgan, Orion, and their Cuban coffee dispensing Mimi.”

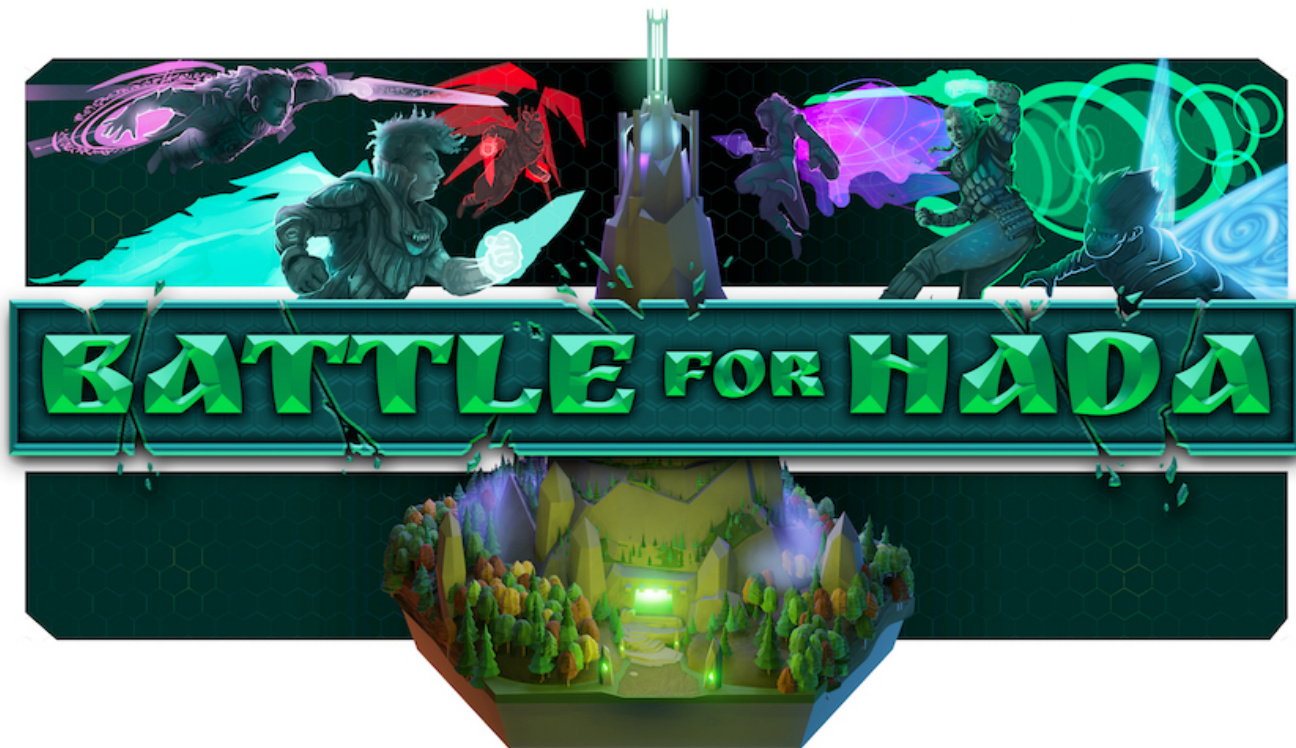
- David S. Goyer, filmmaker *Foundation*, *Sandman*, *Man of Steel*



Bianca Sanchez
Contributing Writer/Illustrator

Bianca Sanchez is an interdisciplinary artist focusing on film production and narrative writing. They've been a script supervisor, drama teacher, camp counselor, and author. Bianca acted all throughout their childhood, getting roles in musical theater, plays, and films (including in the *A Ride in the Park* segment of *VHS 2*). They studied abroad in the South Pacific and Ireland and plan on having many travels in the future.

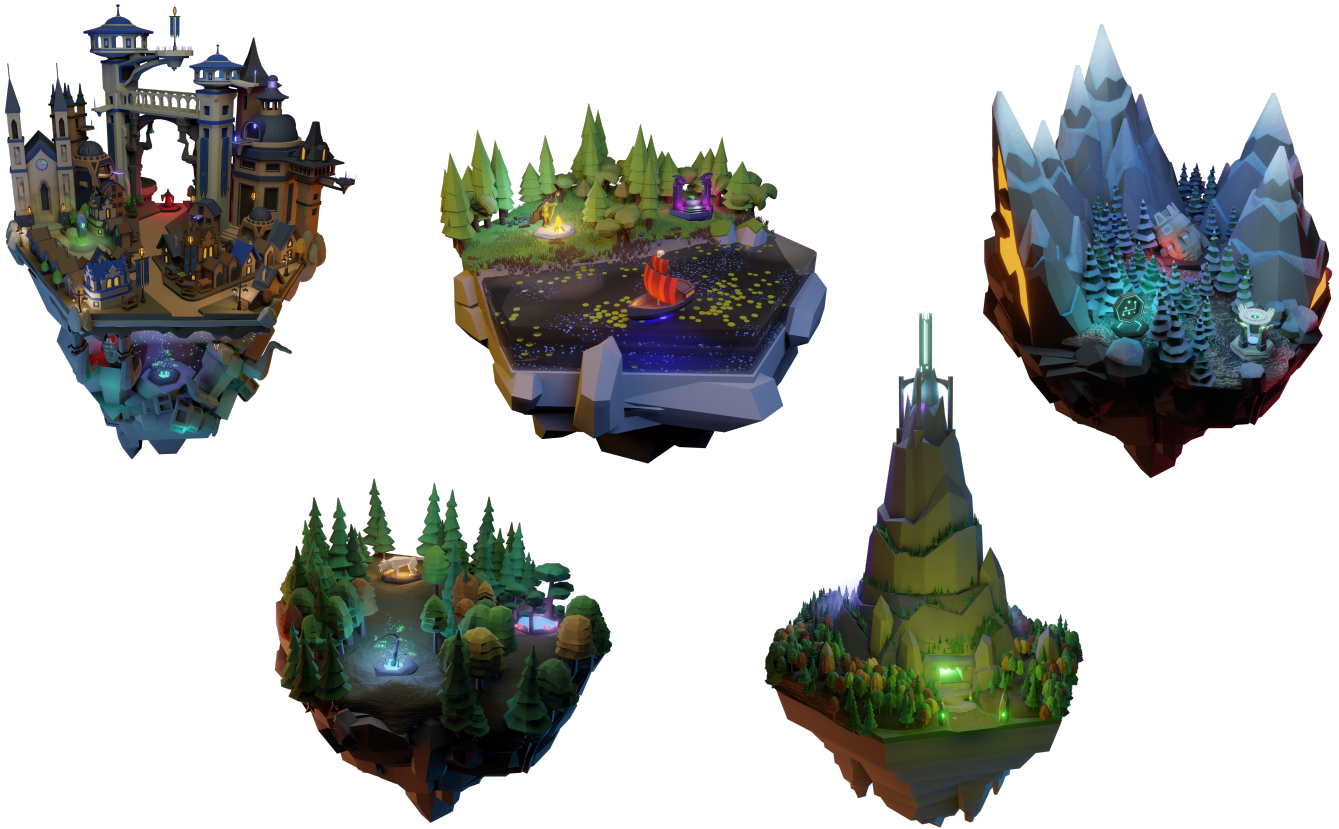
BATTLE FOR HADA



A storytelling NFT game set in the *Emerald Anvil* Universe

www.EmeraldAnvil.com/battleforhada

Battle for Hada will use NFT collectibles as an integral part of the *Emerald Anvil* storytelling process, allowing players to own a piece of the story-world for the life of the franchise. Via strategic acquisition of land in the fairy-realm of Hada — represented as NFT images of map ‘hexes’ — players will determine the outcome of ‘The Portal War’. This reverse-engineered history will literally create the map of the world to which Morgan and Orion DeLeon are teleported in the first novel. Imagine a game of *Risk*, but with 12,000 territories instead of 42.



Example hexes from *Battle for Hada*
(left to right, top to bottom): Capital, Lake Coast, Sub-arctic Mountains,
Heavy Forest and Portal.

After setting Hada's borders in the 'acquisition' phase, players will participate in interactive story sessions on Discord based on the characteristics of their chosen 'dominion'. These vote-based battles, negotiations and alliances will create hundreds of narrative events leading up to the timeline of *Journey to Hada*. These stories will then become part of the canon *Emerald Anvil* universe — an indelible piece of mythos that will affect every aspect of the ongoing saga.

Battle for Hada's direct connection between digital collectibles and the storytelling process is unique in the ever-evolving world of NFTs. While other properties have narrative components of varying complexity, *Battle for Hada's* integration of player decisions into the *Emerald Anvil* story-world is boundary-pushing in its breadth and immediacy.



Four of *Battle for Hada's* thirty-six dominions (fairy kingdoms).

In an effort to address environmental concerns, *Battle for Hada* will be minting its NFTs on a 'Proof-of-Stake' blockchain, which uses approximately 99.95% less energy than 'Proof-of-Work' — or an amount of energy is similar to that of running a website.

"Battle for Hada will lean on the proven strengths of NFTs to create secure digital collectibles that exist simultaneously in the real world and within the story-world of *Emerald Anvil*. There will be a variety of interactive aspects of *Battle for Hada* we hope to continually expand as the franchise grows. Access and privileges are governed by the NFTs and our digital collectibles can also be traded on a growing international blockchain ecosystem that exists outside the game. This is what it means to have true digital ownership and true interactivity with a narrative property,"

– Nicholas Juntilla of Ownerfy, *Emerald Anvil's* NFT partner.

The digital ownership company, ownerfy.com has been creating digital blockchain assets since NFTs were first introduced on the ethereum blockchain in 2017. The founders come from a rich Web 2.0 history going back another 20 years, but

immediately recognized the power of true

digital ownership and began building products. Over the past few years, Ownerfy has built NFT marketplaces, numerous collections, fungible token crossovers, and created patented technology for connecting NFTs to physical products in the real world.

Ownerfy produced the first NFTs to be purchasable in Walmart and is now involved with projects in social media, food service, and is partnering with *Emerald Anvil* to explore digital ownership in the frontiers of entertainment.



Images, photos and logos available for download at
www.EmeraldAnvil.com/PR