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For immediate release

Screen Queensland Wattpad applications open - exciting titles announced for \$50,000 pitch opportunity

Screen Queensland (SQ) in partnership with Wattpad, the global multiplatform entertainment company for original stories, today open applications to a ground-breaking opportunity for Queensland filmmakers, announcing the two hit stories that applicants will pitch to adapt for screen.

In an Australian-first partnership that was announced in June this year as part of SQ's \$3.3 million COVID response package, the *Wattpad* initiative invites Queensland film practitioners to pitch creative adaptation ideas for their choice of two Wattpad original young adult titles: *The Bro Code* (21.1 million reads) by Elizabeth A. Seibert (@joecool123), which was published by [Wattpad Books](#) in September; and *How To Lose Weight and Survive The Apocalypse* (62,000 reads) by Australian Kate J. Squires (@Blondeanddangerous).

SQ will invest up to \$50,000 in two selected pitches, for a 12-month development phase and production of proof-of-concept scenes or short films.

The development phase will be overseen by Wattpad's expert global entertainment executives. The company will engage the global Wattpad community, as well as existing fans of *The Bro Code* and *How To Lose Weight and Survive The Apocalypse*, incorporating data-driven audience feedback from the Wattpad platform and social media into the development process.

Screen Queensland's Chief Creative Officer Jo Dillon said it's this data-driven aspect that makes the partnership and opportunity truly unique and career-changing for the two individual recipients or teams.

"The opportunity is immense for local screen practitioners to tap into Wattpad's global audience of over 80 million avid readers, ready to give their honest and valuable opinions.

"The two selected titles, *The Bro Code* and *How To Lose Weight and Survive The Apocalypse*, have a together accumulated millions of reads on Wattpad, providing a real launchpad for these projects to gain data-backed traction amongst an existing fan base, offering the potential creation of a feature film or series," Ms Dillon said.

"We're looking for creative pitches from applicants with writing, producing or showrunning talent, that present an original take on the properties, with a solid hook, great characterisation and market potential."

"We're thrilled to kick-off the next phase of our work with Screen Queensland," said Dexter Ong, Head of Asia for Wattpad Studios. "*The Bro Code* and *How To Lose Weight and Survive The Apocalypse* are exceptional stories that fans around the world have fallen in love with. We can't wait for these stories to find new fans on screens everywhere."

Screen Queensland encourages applications from practitioners state-wide, including Aboriginal and Torres Strait Islander peoples, female and non-binary identifying, LGBTQIA+, disabled, culturally and linguistically diverse and more. Applications close 9am Friday 20 November, 2020. To apply, visit www.screenqueensland.com.au

SELECTED WATTPAD TITLES:

[How To Lose Weight and Survive The Apocalypse](#)

One woman's guide to falling in love, getting fit and surviving the end of the world.

Between running her own business, finding time to stay true to her new fitness regimen (or at least trying to), and doing her best to avoid thinking about her single-status, Karla has enough to worry about, least of all the collapse of civilization.

However, when said cataclysmic disaster does indeed strike and Karla feels her world crumble beneath her feet, she will have to embark on the trip of a lifetime to find safety. Traversing the vastness of the Australian east coast,

Karla and her companions - a misfit band of workmates and one reasonably attractive stranger - will find love, adventure, and look great doing it.

Rom-com meets disaster movie meets extreme-makeover, this story is for anyone who needs the motivation of a planetary disaster to change their world.

[The Bro Code](#)

The #1 Rule of The Bro Code: Do NOT fall in love with your best friend's sister.

As a certified stand-up bro, Nick Maguire knows that some things in life are sacred: Do not skip ab workouts. Never back down from spicy foods. And always accept the outcome of Rock, Paper, Scissors. For these are the revered doctrines of The Bro Code, rules of conduct that have been passed down through the ages from bro to bro.

Heading into his senior year, Cassidy High's star soccer player has his priorities straight and intends to spend his time playing sports, hanging out, and living by the code. But when his best bro Carter's sister Eliza returns from studying overseas, the awkward, academic girl Nick remembers is different.

Carter might be Nick's bro, but Eliza becomes his whole world—and he has to make a choice between them. Is being with the girl of your dreams worth breaking the number one rule: never date your best friend's sister? Somehow, Nick never expected that following The Bro Code may have even bigger consequences than breaking it.

-ENDS-

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ABOUT SCREEN QUEENSLAND Screen Queensland is a Queensland Government owned company that invests in talent and production to grow a creative, innovative and successful screen industry with a focus on stories and audience, secures production and post, digital and vfx to Queensland, and delivers an active screen culture through festivals and events funding across the state. Screen Queensland invests in stories and talent through a range of mechanisms including development, production investment, initiatives, sqhub and mentorships. Screen Queensland is deeply committed to increasing diversity in the screen industry to reflect the Australian community. For more information visit screenqld.com.au

ABOUT WATTPAD Wattpad's vision is to entertain and connect the world through stories. Wattpad's flagship app is the world's leading social storytelling platform, home to a community of more than 80 million people who spend over 23 billion minutes a month engaged in original stories. Wattpad's Story DNA Machine Learning technology allows the company to discover stand-out stories among the nearly one billion uploads that have been written on the platform. Wattpad Studios and Wattpad Books are transforming entertainment and publishing, using data-backed insights to turn Wattpad stories into books, films and TV shows. Wattpad Brand Partnerships help brands build deep engagement with Gen Z consumers. In 2020, Wattpad was recognized as one of the World's Most Innovative Companies by Fast Company. The company is proudly based in Toronto, Canada. Learn more at company.wattpad.com.