



INJOY LIVE



YOUR GIFT
HELPS SPREAD
JOY

THANK YOU FOR
CONSIDERING
INVESTING IN
INJOY LIVE. YOUR
CONTRIBUTION WILL
SPREAD GOODNESS TO
OUR KC COMMUNITY
AND BEYOND!

WHAT IS INJOY LIVE?

INJOY LIVE PUTS A SPOTLIGHT ON YOUNG ARTISTS AND EVERYDAY COMMUNITY HEROES WHILE SHOWCASING THEIR TALENTS AS WELL AS THE GRATITUDE, KINDNESS AND LOVE THAT ARE PART OF THEIR STORIES. CREATED FOR YOUNG CHILDREN AND THEIR FAMILIES, **INJOY LIVE** IS HOSTED BY JAIME LYON. JAIME'S PASSION IS ARTFULLY INSPIRING OUR YOUTH AND HELPING PEOPLE FIND THEIR TRUE JOY WITHIN. HER MISSION IS TO *HELP KIDS BUILD THEIR CONFIDENCE THROUGH CREATIVITY*. JAIME'S GOAL IN CREATING CONTENT FOR **INJOY LIVE** IS TO SUPPORT THE KANSAS CITY COMMUNITY, WITH POTENTIAL TO EXPAND.



MORE ABOUT INJOY LIVE

FEATURING LIVE GUESTS, THE WISDOM OF KIDS AND REAL-TIME MINDFUL PRACTICES, **INJOY LIVE** IS PHILOSOPHICALLY ALIGNED WITH **KANSAS CITY PBS** AND DESIGNED TO PROACTIVELY IMPROVE SELF-ESTEEM. IT CREATES DEEP CONNECTIONS AND PROVIDES SUSTAINABLE CONTENT AND VALUE IN A FLEXIBLE AND MODULAR FORMAT WHICH CAN BE USED AS INTERSTITIAL CONTENT THAT SUPPORTS EXISTING PROGRAMMING OR STAND ALONE AS A FULL WEEKLY SHOW, A ONE-OFF SPECIAL FOR SUNDAY NIGHT VIEWERS, OR FOR COMMUNITY CLUBHOUSE ENGAGEMENT.

INSPIRED BY THE GREAT *MISTER ROGERS' NEIGHBORHOOD*, *SESAME STREET* AND BOB ROSS' *THE JOY OF PAINTING*, BUT CREATED WITH A MODERN POINT OF VIEW FOR TODAY'S YOUTH AND AUDIENCES, **INJOY LIVE** CONTINUES THE TRADITION OF UPLIFTING CHILDREN THROUGH ART AND POSITIVITY.



OUR MAP TO SUCCESS



PAST

- ★ INTRODUCTIONS BETWEEN DAVID & CATHI BRAIN OF BROWN COW CAPITAL LLC, JAIME LYON OF INJOY LLC AND PRODUCTION TEAM-STELLAR IMAGE STUDIOS (SIS)
- ★ INITIAL CREATIVE MEETING WITH KLIFF KUEHL, CEO OF KCPBS
- ★ GREENLIGHT MEETING WITH KCPBS STAFF DISCUSSING SHORT AND LONG TERM STRATEGIES

PRESENT

- ★ KCPBS APPROVES INJOY LIVE TO CREATE INTERSTITIAL CAMPAIGN: 4 X 30 SECOND SPOTS TO AIR ON KCPBS 9PBS KIDS TV, YOUTUBE, APP + LIVE STREAM)
- ★ BROWN COW CAPITAL LLC INVESTS IN INJOY LIVE AND BECOMES EXECUTIVE PRODUCERS
- ★ JAIME LYON + SIS + SUPPORT TEAM CREATE INJOY LIVE CONTENT

FUTURE

- ★ INJOY LIVE EXPANDS LOCAL FOOTPRINT TO INCLUDE ADDITIONAL SPOTS, A LONG FORM TV SHOW, ENGAGING COMMUNITY EVENTS AND A CREATIVE HUB FOR CHILDREN
- ★ INJOY LIVE BECOMES A REGIONALLY AND NATIONALLY SYNDICATED SHOW



PREVIEW

INJOY OUR CURRENT KCPBS INTERSTITIAL CAMPAIGN



FEELINGS



CONFIDENCE



ART



LEADERSHIP



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A NOTE FROM JAIME



I LOVE KIDS! I BELIEVE THEY ARE A WORK OF HEART! THEY INSPIRE ME AND I WANT NOTHING MORE BUT FOR THEM TO FEEL SAFE AND KNOW THEIR VALUE. I WANT THEIR VOICES, PERSPECTIVES, AND SPIRITS TO BE HEARD. TOGETHER WE CAN USE ART, CREATIVITY, AND POSITIVITY AS TOOLS TO BUILD THEM UP AND INCREASE THEIR SELF-WORTH AND SELF-CONFIDENCE.

IN TODAY'S WORLD, IT SEEMS THE EMPHASIS IS OFTEN ON CHALLENGES AND NEGATIVITY. I AM READY FOR A CHANGE, AND I THINK OTHERS ARE TOO. THE MORE GOODNESS WE PUT OUT, THE MORE THAT CIRCLES BACK TO US AND OUR CULTURE. TOGETHER WE CAN SHINE A LIGHT ON JOY AND POSITIVITY!

PLEASE CONSIDER BECOMING AN INVESTOR IN **INJOY LIVE**.

Thank you!

FOR MAKING OUR FUTURE A
PRIORITY!
JAIME LYON



FOUNDER OF INJOY LLC
AND INJOY LIVE LLC,
JAIME LYON

