

ITCH

A NEW ACTION-ADVENTURE SERIES



 ABC
COMMERCIAL

 KOMIXX
ENTERTAINMENT

HD 10x30'

WHAT HAPPENS WHEN A SOURCE OF UNIMAGINABLE POWER FALLS INTO THE HANDS OF A TEENAGE BOY?

HD 10x30'
Komixx Entertainment Group



A thrilling new high-octane, action-adventure series for primary-to-early secondary school kids, *Itch* was developed for television by leading creators and producers of young adult content Komixx Entertainment (*The Kissing Booth*) and is based on BBC Radio personality Simon Mayo's best-selling teen novel of the same name. In a breakout role, Samuel Ireland stars as Itchingham ('Itch') Lofte, a science obsessed teenager who pursues the unusual and sometimes dangerous hobby of collecting all the elements on the Periodic Table.

When Itch gets his hands on a suspiciously warm rock made of a new, previously unknown element – an element that has extraordinary powers – things start to get interesting. Pursued by his malevolent teacher, the government and an evil corporation who are out to commandeer the element to serve their own nefarious purposes, Itch has to draw on his science know-how to stay one step ahead of his adversaries and keep himself alive.

With no one he can trust except for his cousin Jack, sister Chloe, school crush Lucy, and new school arrival Tim, Itch sets off on a desperate mission to keep Element 126 away from these dark forces and get it to the one person he thinks can help him...his Dad.

With smarts, humour and authentic, contemporary dialogue, *Itch* skilfully explores universal themes around coming-of-age, the complexities of family life and finding one's place in the world. Featuring a tenacious, inventive and quick-thinking protagonist, and strong, intelligent, resourceful female characters, *Itch* has broad appeal across the genders and co-viewing audiences.

Set in a regional West Australian mining town, the iconic landscape brings a specific sense of time and place to the story. Navigating a combination of science, environmentalism, adventure and intrigue, *Itch* cleverly puts kids in the driving seat, exploring the huge ethical dilemma of climate change, an increasingly relevant issue for the target audience.



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