

Distribution:

Production:

Chris Bartleman
Sarah Wall
Meghan McCarthy
Jayson Thiessen
James Wootton
Angela Belyea

Discovery/Hasbro:

Donna Ebbs
Scott Pennington
Tegan Molloy
Laurence Braun
Stephen Cramer

Hasbro Studios:

Stephen Davis
Linda Steiner
Kathy Page
Robert Fewkes
Sophia Hussain

Hasbro IP & Brand

Mark Wiesenbahn
Matt Mattus
Valerie Jurries
Donna Tobin

Hasbro Design:

Liz Knight
Dean Carley

MY LITTLE PONY III

Premises

"Bully For You"

"Magic Duel" (revised)

"Not So Cutecinera"

Premise by

Meghan McCarthy

Premises: July 12, 2011

Notes Due: July 14, 2011

BULLY FOR YOU

A new filly has enrolled at school and Apple Bloom, Sweetie Belle, and Scootaloo are looking forward to meeting her. But instead of wanting to become their friend, the new filly turns out to be a total bully who loves making fun of them, breaking their things, and making them look dumb in front of their classmates. Getting tired of the awful way she treats them, the Cutie Mark Crusaders cook up an elaborate plan to get the new girl back and make her look like a fool in front of the whole class. But just as they set their plan in motion, they learn that the new girl is also a victim of a bully, her mean older sister. Feeling sorry for their tormentor, the Crusaders decide to put a stop to their plan to embarrass her. Instead, they let her know they've seen the way she's been treated and want to help her. The four team up to take down the bully's older sister. Not by resorting to cruel behavior, but by showing the older bully that her younger sibling has friends who won't stand idly by while she is picked on.

MAGIC DUEL - revised

The Great and Powerful Trixie returns to Ponyville and publicly challenges Twilight to a Magic Duel. Twilight is uninterested until Trixie displays some real magical ability and uses it to cause trouble for Twilight's friends and all of Ponyville. Twilight is sure she can best the blowhard Trixie easily. But when the time comes for the duel, Twilight loses. Big time. She tries to be a gracious loser but Trixie is anything but a gracious winner. She reveals the key to her success: a rare amulet that amplifies a unicorn's magical power. Twilight is familiar with this relic. It may enhance a unicorn's power but it also corrupts its user. Despite Twilight's best efforts, she can't convince Trixie to relinquish it. And the longer it is in her possession the more powerful and more genuinely evil she becomes. Twilight must find a way to get the amulet away from Trixie. But now that Trixie's magic is legitimate and growing by the hour, it's going to take more than magic get it back. Trixie can't be outspelled, but she can be outsmarted. Playing on Trixie's desire to increase her power, Twilight dons an amulet of her own and with the help of her Ponyville friends is able to convince Trixie that it is even more powerful than the one in Trixie's possession. Trixie falls for the scam and Twilight is ultimately able to convince Trixie to trade amulets. But when she does so, Trixie discovers that Twilight's amulet has no magical power at all.

NOT SO CUTE CINERA

A wealthy and Very Important Pony from Canterlot has heard amazing things about Rarity and wants her to design a dress for her daughter's upcoming Cutecinera. This is a huge opportunity for Rarity to establish herself outside of Ponyville and she is looking forward to meeting the filly and creating the perfect outfit for her party. But when the little girl arrives, she turns out to be a demanding brat who treats Rarity and the other Ponyville Ponies like her personal slaves. Fearful she'll lose the filly's mother as a client and, even worse, get a bad reputation in Canterlot, Rarity is willing to put up with anything the filly throws at her and begs her friends to do the

same. But even Rarity has her limits. When the Very Important Pony returns to see her daughter in her new dress, Rarity informs her that she has chosen not to make it. She refuses to work with somepony who treats both she and, more importantly, her friends in such a horrible manner. The filly throws a huge tantrum and Rarity assumes her fate in Canterlot is sealed. But rather than be angry, the Very Important Pony commends Rarity for standing up for herself. She has shown dignity and class in a way that her own daughter has certainly failed to do. (Perhaps the Very Important Pony even offers to provide financing for Rarity to open a shop in Canterlot when she is ready to make the move there.)