



**SKELLY: THE QUIRKY INDIE ANIMATION BRINGING
A SKELETON TO LIFE – CROWDFUNDING CAMPAIGN
LAUNCHES OCTOBER 1, 2024**

Kayla Davis
Creator - Creative Director
41 Brentwood drive
Phenix City, AL 36869
skelly.animation@gmail.com

June 7, 2024

Columbus, GA – June 7, 2024 – Introducing "Skelly," a unique and enchanting indie animation that brings a whole new meaning to having a skeleton in your closet. Created by Kayla Davis, in collaboration with Carmond Infinity, a passionate POC creator with an amazing collaborator, "Skelly" tells the story of Sarah, a thirty-something whose life takes a bizarre twist when she discovers that a skeleton named Skelly runs a bar right inside her closet.

"Skelly" follows Sarah as she navigates the strange and humorous reality of her closet-dwelling skeleton. With no one believing her bizarre story, Sarah begins to doubt her own sanity. This heartfelt and whimsical tale combines dark humor, the supernatural, and the everyday struggles of adulthood, creating a captivating narrative that resonates with audiences 15 and up.

Key Features of "Skelly":

- **Unique Storyline:** A blend of humor, heart, and the supernatural, "Skelly" offers a fresh take on the classic skeleton-in-the-closet trope.
- **Diverse Representation:** Created by a POC animator, the project emphasizes diversity and inclusivity, bringing varied voices and perspectives to the animation world.
- **Indie Spirit:** As an independent animation, "Skelly" embodies the creativity and passion of indie filmmaking, free from the constraints of major studios.

Crowdfunding Campaign:

The "Skelly" team is excited to announce the launch of their crowdfunding campaign on Kickstarter, set for October 1. The campaign aims to raise \$10,000.00 to cover production costs, including animation, voice acting, and post-production.

Support and Follow:

Leading up to the campaign launch, the team will be sharing behind-the-scenes content, character spotlights, and exclusive previews across social media platforms. Fans and supporters are encouraged to follow along and join the journey by using the hashtag **#SkellyAnimation**.

Kayla
Artist
Davis

Q&A about "Skelly"

What is "Skelly" about?

"Skelly" is an indie animation that follows Sarah, a thirty-something woman, as she navigates the strange and humorous reality of discovering a skeleton named Skelly running a bar in her closet. The animation combines humor, the supernatural, and the everyday struggles of adulthood, creating a captivating and relatable narrative.

Who is the main character in "Skelly"?

The main character is Sarah, a thirty-something woman dealing with the bizarre and humorous situation of having a skeleton named Skelly in her closet. Her journey includes dealing with disbelief from others and her own doubts about her sanity.

What makes "Skelly" unique?

"Skelly" stands out due to its unique storyline that blends humor, heart, and supernatural elements. It offers a fresh take on the classic skeleton-in-the-closet trope, making it both entertaining and thought-provoking.

Who created "Skelly"?

"Skelly" was created by a passionate POC animator, Kayla M. Davis, who brings diverse voices and perspectives to the animation world, emphasizing inclusivity and representation.

What themes does "Skelly" explore?

"Skelly" explores themes of belief and disbelief, self-doubt, and everyday life's humorous and supernatural aspects. It highlights the struggles of adulthood while weaving in whimsical and heartfelt elements. Additionally, the story delves into familial trauma, expectations, and mental health, providing a deeper, more nuanced narrative.

What inspired you to make "Skelly"?

I felt like this is an animation the world needs right now. "Skelly" is dedicated to my grandmother, who was always sassy and full of life. Now, as she struggles with dementia, I wanted to create a story that captures the humor, heart, and strength she always embodied. This project is a way to honor her spirit and bring some light and laughter to audiences through the whimsical and heartfelt journey of Sarah and Skelly.

How does "Skelly" embody the spirit of indie filmmaking?

As an independent animation, "Skelly" embodies the creativity and passion of indie filmmaking. It is free from the constraints of major studios, allowing for unique storytelling and artistic freedom.

Why should audiences watch "Skelly"?

Audiences should watch "Skelly" for its blend of humor, supernatural elements, and relatable adult experiences. Its diverse representation and indie spirit make it a fresh and engaging addition to the animation genre.

When will the crowdfunding campaign for "Skelly" launch?

The crowdfunding campaign for "Skelly" will launch on October 1, 2024. The campaign aims to raise funds for production costs, including animation, voice acting, and post-production.

How can supporters follow and support "Skelly"?

Supporters can follow and support "Skelly" by joining the journey on social media using the hashtag #SkellyAnimation. They can also contribute to the Kickstarter campaign starting October 1, 2024, and spread the word about this unique indie animation. You can sign up for notification of the campaign launch [here](#).

What platforms will "Skelly" be promoted on?

"Skelly" will be promoted on various social media platforms including Instagram, Twitter, Facebook, and TikTok. Followers can expect behind-the-scenes content, character spotlights, and exclusive previews leading up to the campaign launch.

How does "Skelly" promote diversity and inclusivity?

Created by a POC animator, "Skelly" emphasizes diversity and inclusivity by bringing varied voices and perspectives to the animation world. The project aims to reflect a wide range of experiences and backgrounds, making it relatable and inclusive for a diverse audience.