
ICEBREAKER
SNOW
ADVENTURES
ORGINAL TRANSMEDIA IP
Created by Sleetfleet

EVERY DAY IS DIFFERENT IN THE ARCTIC!

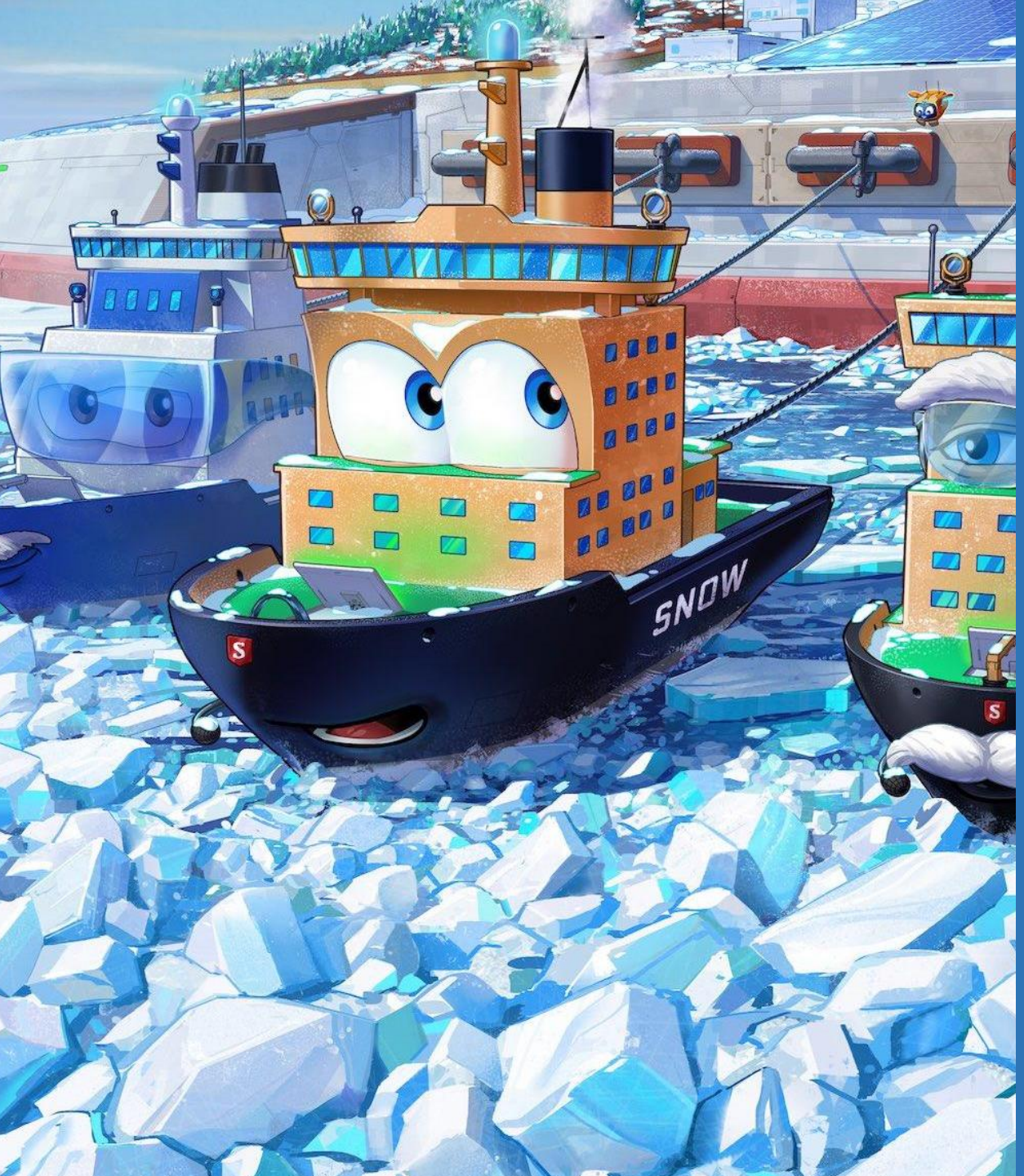
In winter 2012, a night of real icebreaker missions sparked an idea: what if these ships could tell their own stories?

Finnish sea captain and author Teemu Leppälä began creating Icebreaker Snow.

Fifteen years later, that idea has grown into a Arctic world ready for its next chapter.

Grab your insulated jackets, slip on those waterproof boots and climb aboard! We're setting sail with young Icebreaker Snow on the exciting launch of a shipload of heart-stopping, fun-packed adventures in the Arctic!





MEET ICEBREAKER SNOW!

A young icebreaker with a strong hull,
a blue light and a big heart.

Snow dreams of enormous missions.
Waiting is his greatest challenge.

When someone needs help, his enthusiasm
becomes determination.

Snow learns to listen, think carefully
and use his strength for others.

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Welcome to the Arctic Rescue Center, where the engines are warm, the crew is ready and... absolutely nothing is happening. But don't get too comfortable. The moment that radio crackles "Mayday!", Snow's quiet morning is about to become everybody's business!

THE BOOKS , SEVEN ADVENTURES AND MORE

Seven illustrated books form the story foundation of Icebreaker Snow, with more adventures on the way.

English translations open the series to international readers.

The first book, Icebreaker Snow and the Mission on the Gulf of Finland, provides the story for the animation pilot,
The First Big Tow.

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Every good rescue needs a plan. Join a lively team of ships and their friends as they tackle icy challenges, trade cheeky remarks and discover how much they can achieve together. First, though, they'll need to agree on who's going where?







A VOICE THAT TRAVELS THE WORLD

English audiobooks bring Snow's adventures to listeners globally through approximately 30 platforms.

Read-aloud books offer another way to experience the stories together.

Actor Jennifer Bradley narrates the English adventures, giving Snow's Arctic world a warm and expressive voice.

Cast off the ropes and keep your ears open! But when someone's in trouble, this crew knows how to listen — and that's when the adventure really gets moving!

BEFORE THE AI ERA

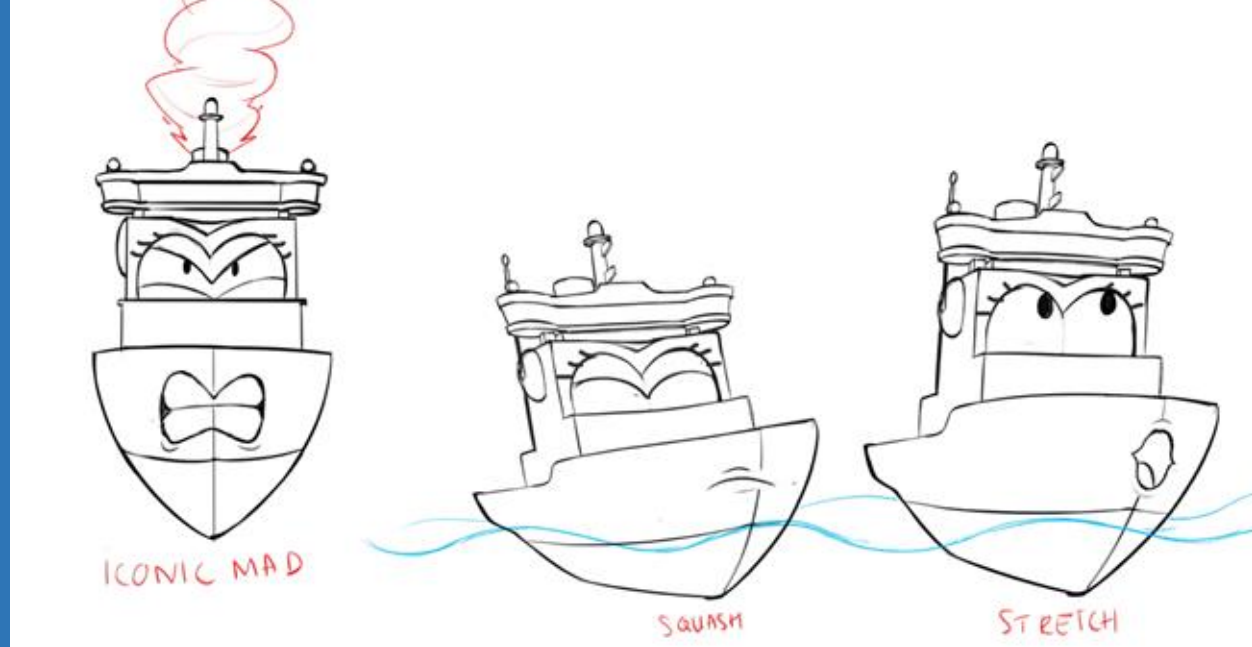
Icebreaker Snow began fifteen years ago, with a pen, an idea and real stories from life at sea. Hundreds of hand-drawn illustrations, character sketches and carefully crafted stories have grown from that beginning.

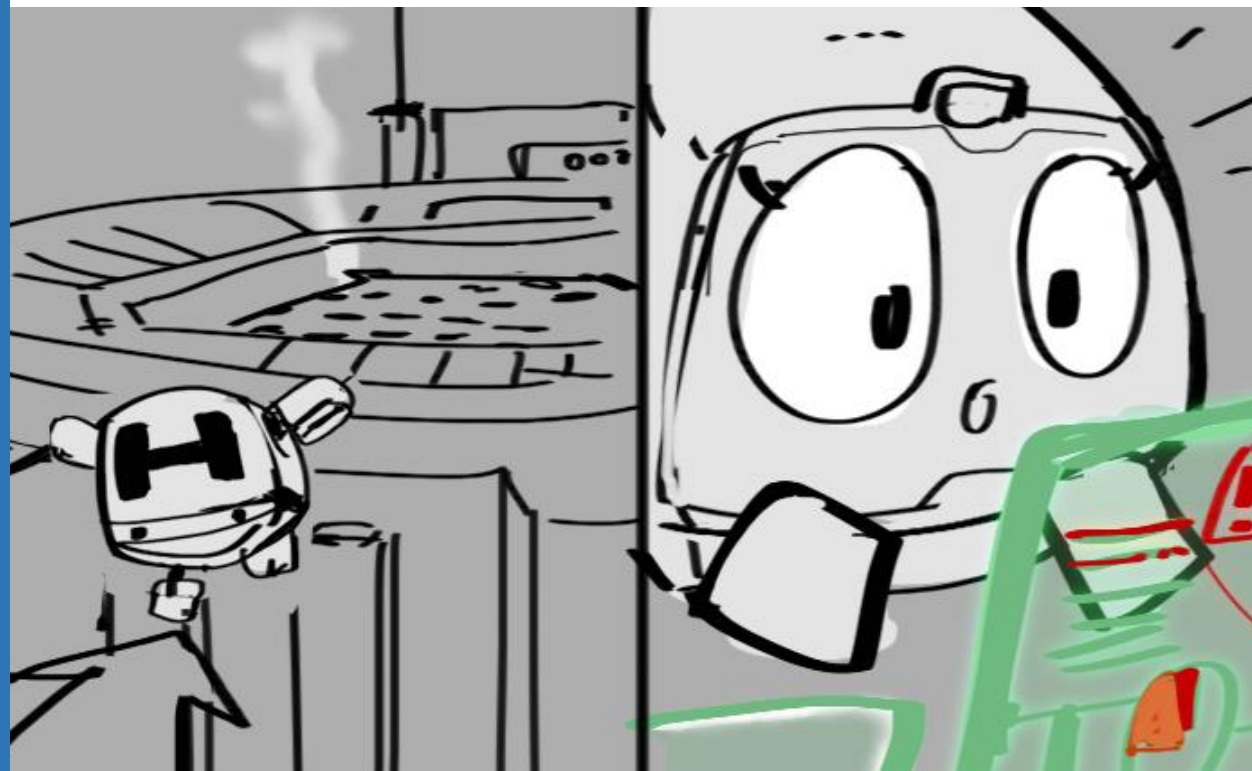
Behind them are thousands of hours of work, investment and a deep affection for the characters and their world.

That creative foundation now supports the next chapter: bringing Snow and his friends to life through animation.

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ARCTIC ANIMATED SERIES IS COMING?

A proposed CGI adventure comedy for preschool children and family viewing.

Planned format: 52 × 11 minutes.

Development materials ready:

- 3 episode scripts
- Series bible
- 10 episode synopses

Link for the trailer is HERE!

All aboard for freezing seas, warm friendships and a crew with rather a lot to say! These ships may not always agree on the best way forward, but when a call for help comes in, they pull together. Hold on tight, teamwork can get a little splashy!

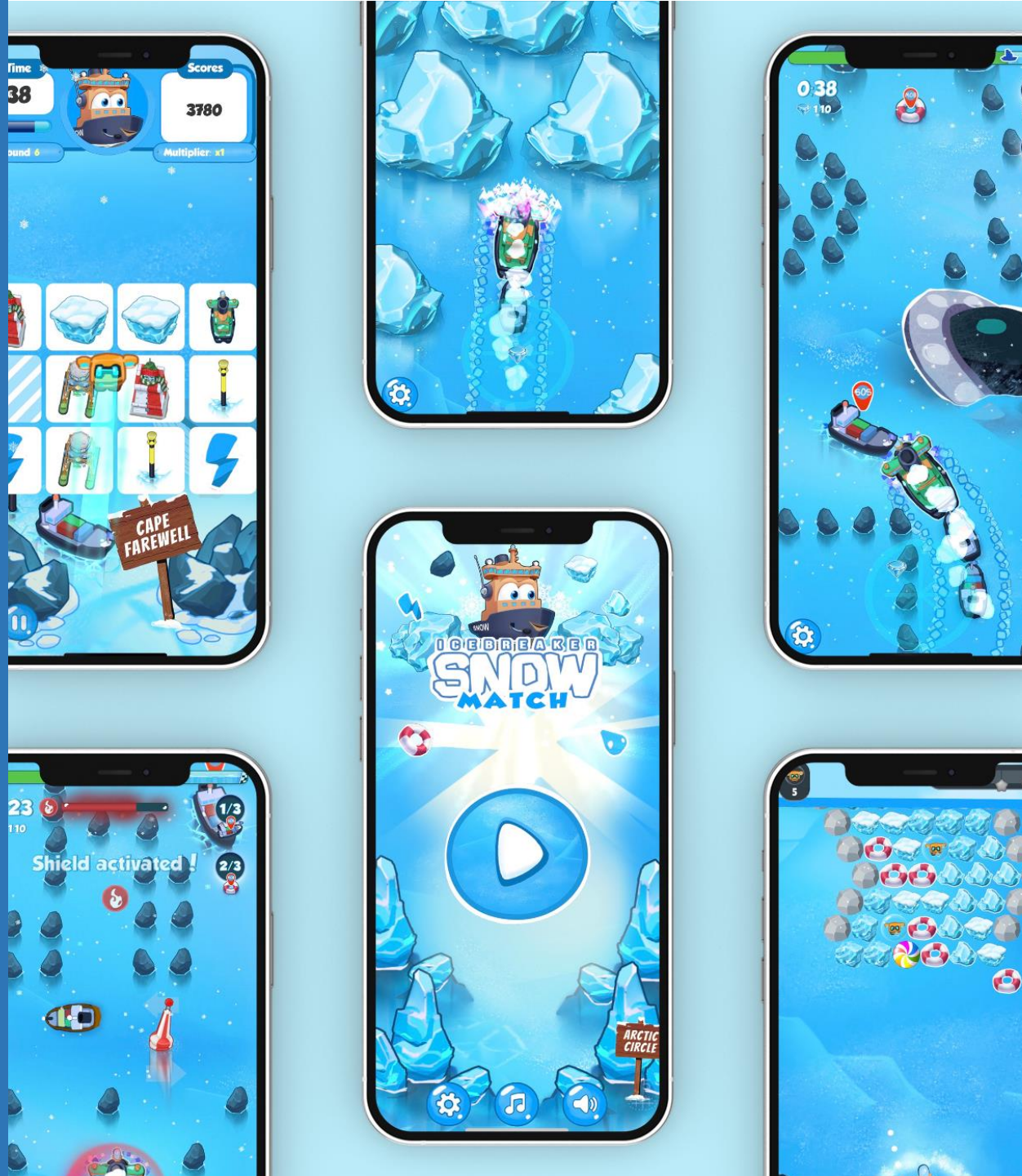
GAMES – EXPANDING THE WORLD OF SNOW

Four mobile games have been developed for iOS and Android, with another in development.

The games bring Snow's Arctic world to new audiences, building recognition and inviting players to connect with its characters.

They expand the reach of the IP and open new opportunities across entertainment, partnerships and licensing.

Grab the controls and join the Arctic rescue team! There's ice to break, trouble to tackle and friends counting on you to save the day. Bring your courage and your sense of humour. This time, you're part of the adventure!





AUDIENCE & TONE

Preschool children and families who enjoy expressive vehicles, lovable characters and rescue adventures in a world of ice and snow.

Warm comedy and gentle suspense lead to reassuring endings, with time for a grateful smile and one last joke before the next mission.

Children discover that asking for help works, being brave can include feeling afraid, and even the smallest member of the team can make a big difference.

The Arctic needs your help! Bring your quick thinking, your courage and your coolest moves. We've got an Arctic to save — and you thought your biggest challenge was keeping your fingers warm!

THE FIRST BIG TOW

Snow finally gets his enormous mission: NouNou has a broken rudder and is drifting towards a shoal.

With Hiccup watching from above, Snow must navigate moving ice, make a difficult turn and secure the tow.

His first rescue teaches him that helping someone takes patience as well as power.

Across the icy sea, Arctic crew meets challenges too big for any one ship to handle alone. Luckily, everyone has something to bring to the rescue — even if getting everyone into position takes a little friendly shouting!





LICENSING & FUTURE EXTENSIONS

Publishing and audio already introduce audiences to Snow. Games and animation can give the characters a wider screen presence.

The world also offers opportunities for character licensing, toys and games.

These future extensions can share Snow's recognisable identity and values of helpfulness, friendship and care for the sea.

Fire up those engines and get ready to help save the day. We've got brave friends, big ideas and only one crew member still snoring. Someone sound the horn — there's an adventure waiting!

PARTNERS FOR THE NEXT CHAPTER

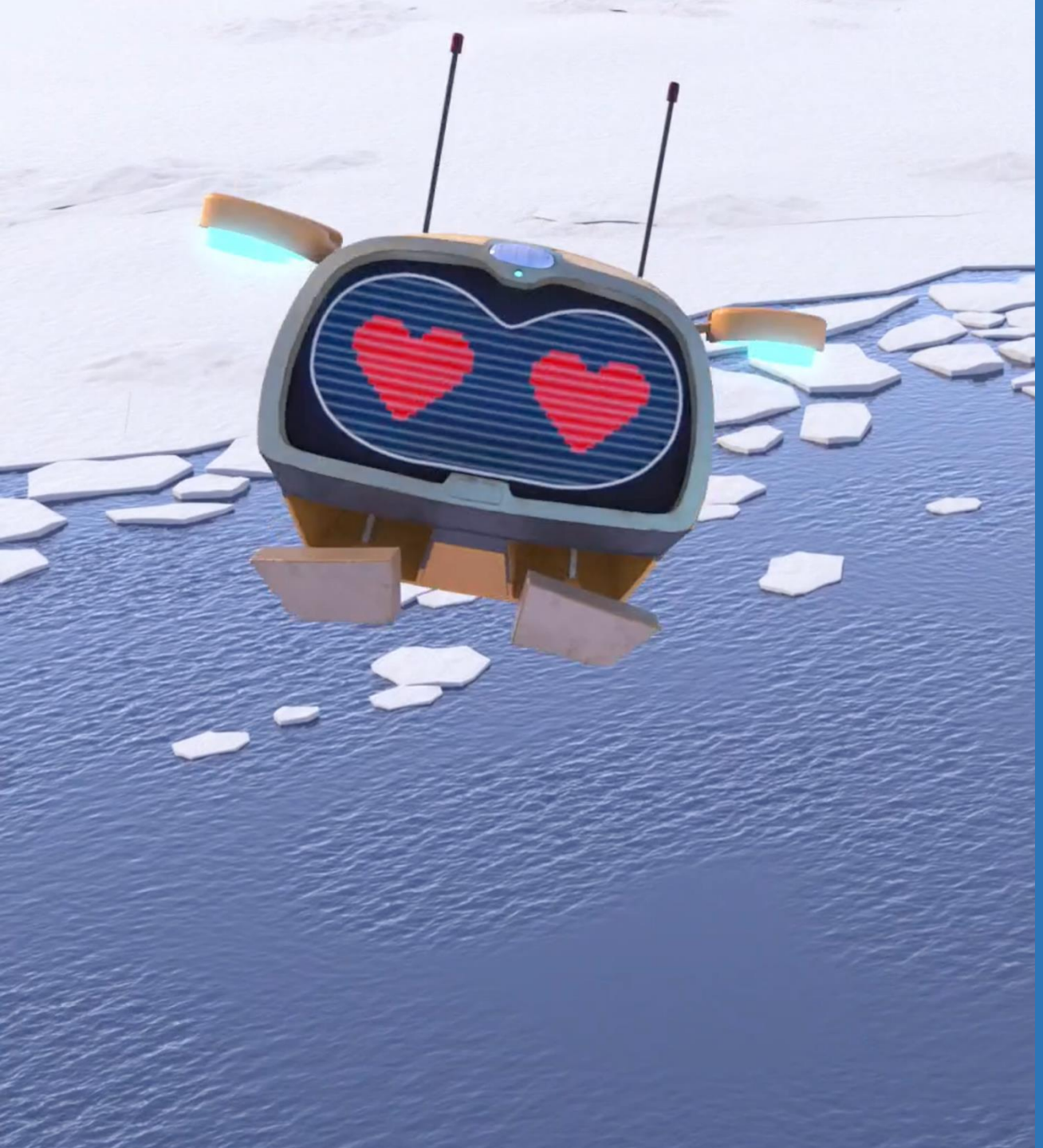
We are seeking animation production and co-production partners, distributors and investors to accelerate Icebreaker Snow.

Further opportunities include international publishing, translation rights and character licensing.

Sleetfleet brings fifteen years of development, seven books and a substantial foundation for the animated series.

“Mayday! Mayday!” — and suddenly everyone has somewhere to be! Climb aboard for icy rescues, cheeky banter and a team about to discover that adventure doesn’t come with a snooze button.





JOIN THE ADVENTURE!

Fifteen years of stories.
A new chapter ahead.

Let’s bring Icebreaker Snow IP to children and families around the world.

Teemu Leppälä
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KEY ART PICTURE 1


KEY ART PICTURE 2



KEY ART PICTURE 3

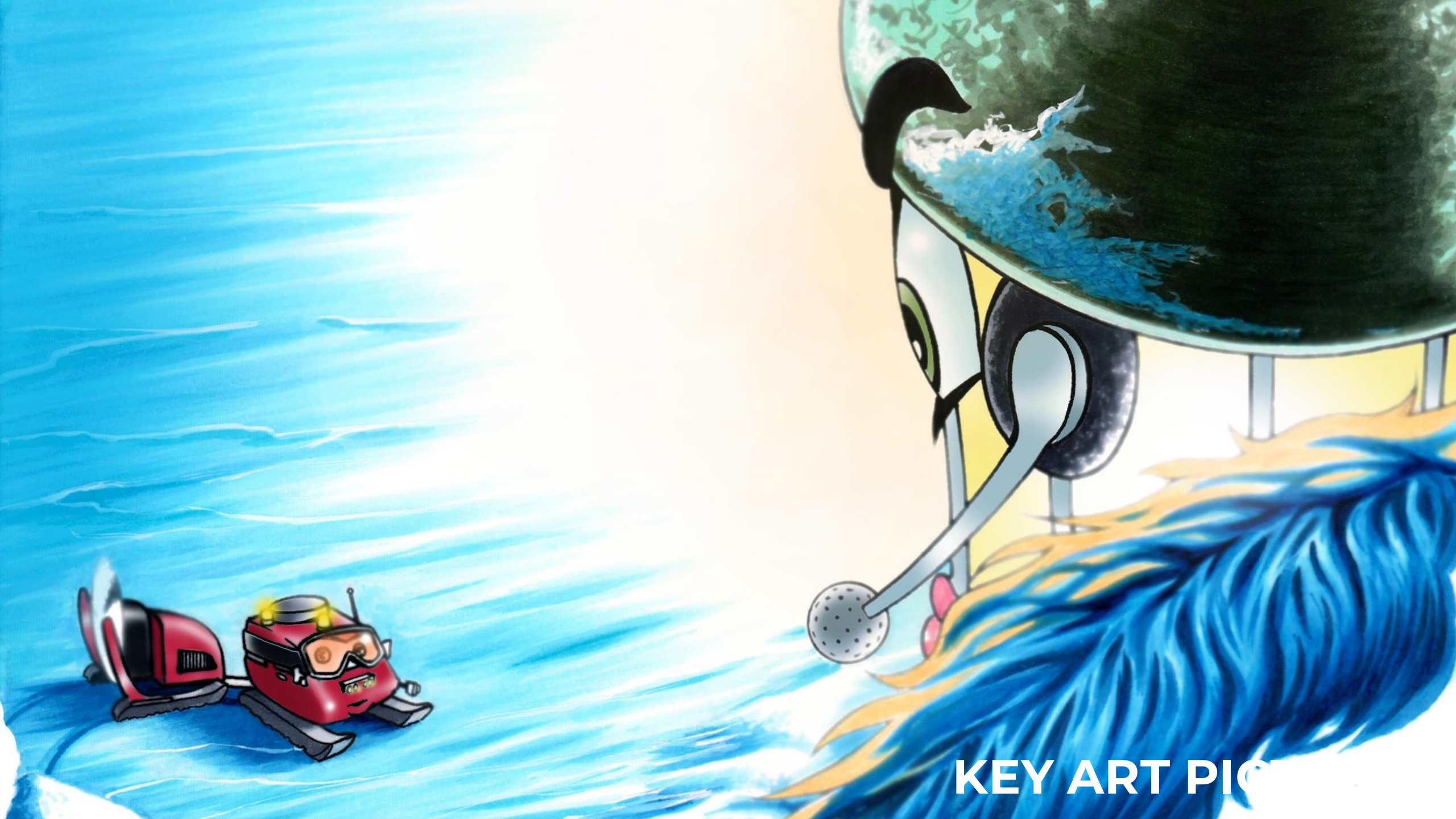

KEY ART PICTURE 4

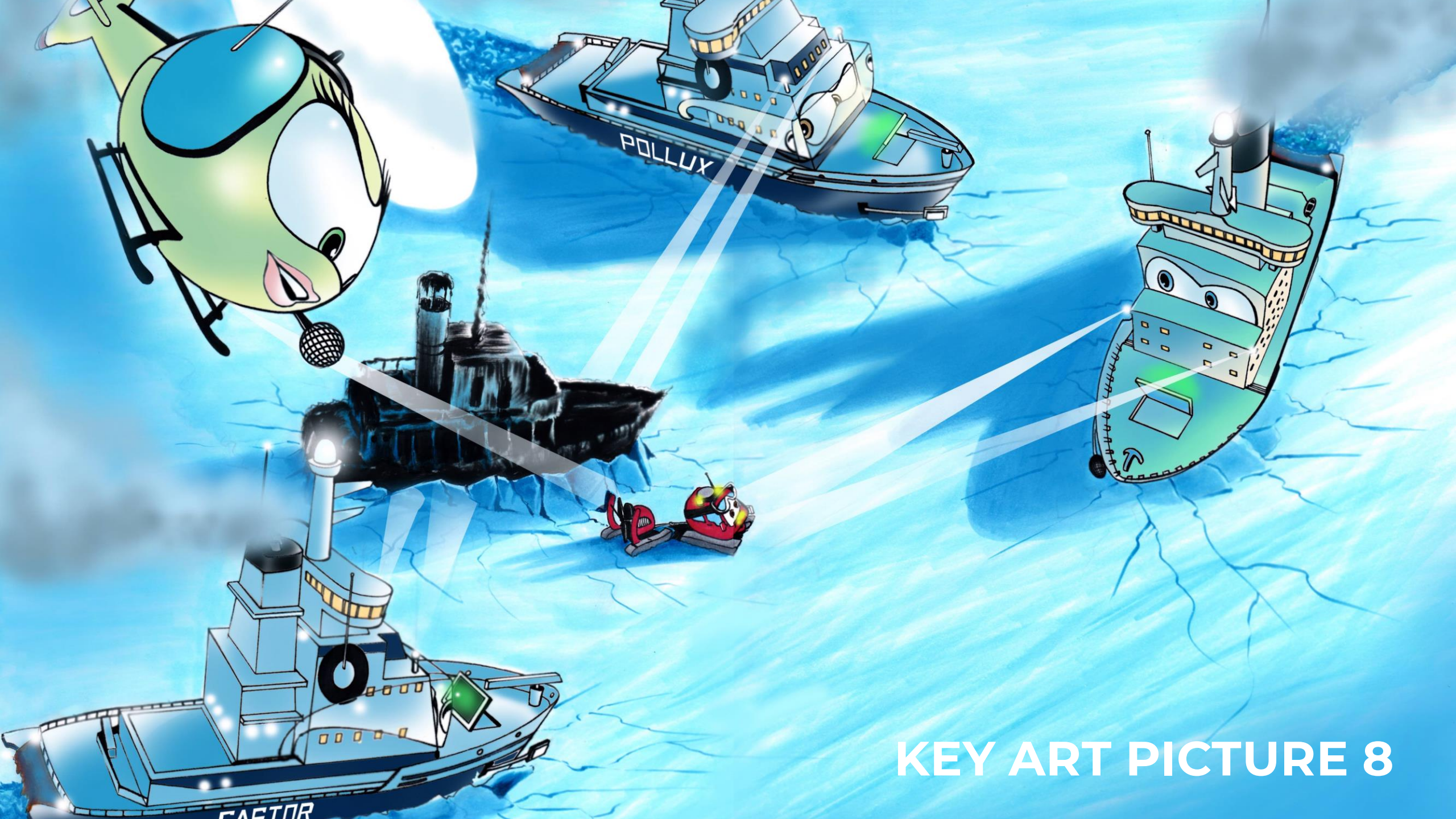


KEY ART PICTURE 5



KEY ART PICTURE 6


KEY ART PIC



KEY ART PICTURE 8



KEY ART PICTURE 9