

# **The Legend of the Purrfect Kingdom**

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## **CONCEPT**

The Legend of the Purrfect Kingdom is a high-sensory, trackless dark ride attraction that takes Guests through the story of a stray cat named Finn who wants nothing more than a home for himself, his new mouse sidekick Asher, and all stray cats and mice. Guests journey with Finn and Asher through the nine different cat-inhabited universes, which humans often semantically mistake as the nine lives of cats. Finn's journey involves collecting tokens from the ruler of each Cat Universe that ultimately allow him to wish to create the Purrfect Kingdom for stray cats and mice to live in purrfect harmony.

## **BACKSTORY**

Finn Ezra is a grey and black domestic shorthair feline feral who has sadly lived alone in the streets of Downtown Los Angeles for 10 years. While the streets of LA tend to be littered with cats, the kind and empathetic Finn has had a hard time finding a home and a feeling of community.

On a fateful day, as Finn is out on his evening pounce for dinner, he sees a deliciously tempting mouse. After jumping on his dinner and before taking a bite, Finn notices the little mouse screaming and begging for mercy, exclaiming that he can give Finn what he has always wanted: a home for himself and all stray cats. Finn's kindness and good conscience do not allow him to eat this mouse without hearing more.

Asher explains to Finn that there exists eight other Cat Universes beyond their own, each led by a secret Cat Ruler with magical tokens representative of their respective universes. If Finn could travel to these universes and collect all of the tokens, he could use them to wish for his long-desired home for all stray cats. Thankful for the knowledge he has been given, Finn decides not to eat Asher, and invites him to join his journey. After asking Asher why this knowledge had never been shared before, Asher informs Finn that there had never been a cat kind enough to spare the life of a mouse and actually listen to this truth.

The duo sets off on their journey to the Cat Ruler of their current Cat Universe of Earth, per the direction of Asher. After approaching this secret Ruler and explaining their quest, the Ruler empathizes with this journey and proclaims:

“Your journey will be difficult, but valiant. Your goal to give all stray cats a home is honorable and kind. There will be those who will try to stop you, but remember who you are and stay true. Here is your first token: a small token of wood, the key to building homes on Earth. Remain kind and true, and may the Purrfect Kingdom be found!”

After a moment of uncertainty at the mentioning of others out there who will try to stop them, Finn and Asher continue their adventure. The Earth Ruler shows the two explorers one of many secret cat nip trees that allow passage between the different Cat Universes. Assuming each Cat

Universe's Ruler is willing, they will grant the duo passage through each cat nip tree after handing over the special token.

Finn and Asher continue into the next seven Cat Universes and convince the secret Cat Rulers to give them the tokens that they need. Finn and Asher continue to explain that they want to give the stray cats in all of the Cat Universes their own, sacred home.

The unexpected pair receives a token of a cat tower from the Toy Kingdom, a pillow from the Sleepy Kingdom, bamboo from the Jungle Kingdom, cardboard from the Kingdom of Boxes, litter from the Kingdom of Litter, a bottle of sand from the Pyramid Kingdom, and a heart key from the Kingdom of Love. Unfortunately, these tokens are not retrieved easily. Finn and Asher prove their strength and dedication to their cause by battling evil robotic toy cats, enraged jungle cats such as lions and tigers, ferocious litter cats, glaringly sinister Egyptian cat statues, and hate-loving aquatic cats. These attacks leave Finn and Asher puzzled at who or what may be motivating these difficult encounters, but they persevere every time.

Once the heroes arrive to the ninth Cat Universe, they are confused to find a blank void. It is in this moment that the villain who has been sending evil cats at the pair reveals himself as the Ruler of the ninth Cat Universe. He unveils that this ninth Cat Universe was in fact the Purrfect Kingdom that was once full of harmony but is no longer.

When Finn and Asher ask why the Purrfect Kingdom is no longer, the ruler laughs maniacally and says

“A Purrfect Kingdom means a kingdom full of kindness, happiness and truth. In a world where my power and control are ultimate...that simply will not do. I know of your journey, and it must be stopped now. This is where your journey ends and you become mere kitty chow.”

Frightened but ultimately empowered by this response, Finn jumps up and grabs the final token he needs for his crown from this ruler: a token of peace. In his last few moments before the ruler tries to end Finn's life, Finn clutches onto all of his tokens together and wishes for the safe haven for all stray cats .... and stray mice .... to be restored.

Suddenly, the universes halt for a moment, the evil Cat Ruler vanishes, and the Purrfect Kingdom is reborn. All stray cats and stray mice from all Universes find their way to this Kingdom, and harmony and peace remain under the rule of the Purrfect Kingdom's new royal partnership, King Finn and King Asher. When two Rulers of the kindest hearts earn their spots and rule openly, a Purrfect Kingdom can exist.

## **GUEST EXPERIENCE**

### **Scene 00A– Exterior Façade/Building**

As Guests approach the exterior of the *Legend of the Purrfect Kingdom* Attraction, they see a four leveled tannish brown cat tower with rope scratching posts at its base. On the front two posts, clawed out carvings of a cat and a mouse are seen.

Stalking their way up the central exterior staircase to the second level of the cat tower, Guests look below themselves and see a large and fluffy swinging cat napping bed filled with an abundance of enticing toys, such as springs, feathers, large balls of string, laser pointers, a cat tunnel, and several wand toys.

Scanning their eyes back from this view of below and to their current standing level on the staircase, Guests look to their left and notice the structure of the cat tower is made out of bamboo and hanging vines and leaves. Similarly, shifting focus to the right side of the current standing level, Guests see that the tower on this side is made out of sand posts adorned with a pyramid on top.

Continuing up to the third level, Guests are greeted by a wide opening entrance through a large cardboard box into the main house of the cat tower, through which they sense sounds of meowing and purring. Before pouncing inside, Guests notice the exterior of this opening is made out of cardboard with parts and pieces flaking off from cat scratching, biting, and playing. Above this opening appears the main marquee for this attraction that spells out the *Legend of the Purrfect Kingdom* in whimsical font. Peering up to the fourth level, Guests see the top of the cat tower is a pointed finial made up of a litter box scooper, a bow with a heart on it, and a biscuit.

Bringing focus back to what's in front of them, Guests enter the cardboard box opening and become transformed into Feline Furends as they find themselves the size of stray cats in the nighttime streets of Downtown Los Angeles.

### **Scene 00B – Queue: The Streets of Downtown Los Angeles**

Pawing into the streets of Downtown Los Angeles, the Feline Furends look up to see buildings towering above so high that they cannot see the nighttime sky. The atmosphere is wet and cold in the midst of a rainstorm, instilling feelings of being alone and astray. Cat meows, mouse squeaks, rain dripping, and sirens and horns can be heard, and the Feline Furends take in strong smells of the city, including smells of hot dogs, trash, gasoline, and smog.

As the Feline Furends chase through the city, they turn to their left and right and see stray cats running through projected screens at the bottom trims of surrounding buildings. In each projection, they catch glimpses of the story's grey cat hero named Finn Ezra seemingly stalking the little white mouse Asher. They continue on to a room appearing like a dark dead-end back alley.

## **Scene 00C – Pre-Show: The Back Alley**

In the back alley, the Feline Furends find themselves engaging in their first official encounter with Finn Ezra and Asher through a large projection screen cladded with Downtown Los Angeles architecture. All around are props of trashcans, graffiti cans, and rummaged fast food takeout bags. Large newspapers on the ground exclaim headlines such as “Stray Cats Looking for Shelter” and “The Nine Lives or the Nine Kingdoms of Cats?” On surrounding walls, in graffiti style, graphics hint to the journey to come by including images of cat toys, catnap beds, bamboo and vines, cardboard boxes, litter scoops, Egyptian pyramids, and bows with heart shapes on them.

In the projected screen in front of them, the Feline Furends see how the duo’s journey begins when Finn spares Asher’s life from becoming his evening meal. The Furends see how on a fateful day, as Finn is out on his evening pounce for dinner, he sees a deliciously tempting mouse named Asher. After jumping on his dinner and before taking a bite, Finn notices the little mouse screaming and begging for mercy, exclaiming that he can give Finn what he has always wanted: a home for himself and all stray cats. Finn’s kindness and good conscience do not allow him to eat this mouse without hearing more.

Asher encourages Finn to embark on a journey to collect magic tokens of “home” from the nine Cat Kingdoms so that Finn may wish for a home for all stray cats. Asher explains that while some have tried to embark on this adventure, they have never lived to tell the tale. Finn’s kindness and true spirit may just make him different from the others and be the key to his mission.

Breaking the fourth wall and looking to the Feline Furends in the audience, Asher realizes he and Finn have eager company and begs them to help on their journey. He explains that they will need help defending themselves from those who do not want this special home for all stray cats.

“Evil felines will stalk us on the prowl. You must use your Cat Trappers to catch them so Finn and I can continue our hunt!”

Asher explains to Finn and everyone that to travel to different Cat Kingdoms they must use special Cat Towers. The first Cat Tower to get to the Earth Queen is actually hidden in a large dumpster to their right.

The Feline Furends turn to their right and climb up some stairs disguised as boxes and descend into the dumpster through a declining escalator, where they find themselves descending into the rear show building housing their next stop on the journey: The Earth Queen’s Sanctuary.

## **Scene 00D – Queue: The Earth Queen’s Sanctuary**

As the Furends descend into the sanctuary they move past an abundance of trash and pass through the large green and flowery Cat Tower that is hidden in the dumpster. Stepping off the

declining escalator, they hear the very distant sounds of the city and are surrounded by beautiful flowers, high grasses, fresh scents, and blue skies.

Stalking through a circular room in a queue line mimicking its shape, the Feline Furends see a metallic green throne where the animatronic of the reddish-orange Earth Cat Ruler sits, holding out a token of wood. She says a variety of phrases, of which includes the most important one:

“Your journey will be difficult, but valiant. Your goal to give all stray cats a home is honorable and kind. There will be those who will try to stop you but remember who you are and stay true.”

Lighting effects emphasize the token of wood that the Earth Cat Ruler is holding out, alerting the Feline Furends that this is the first magical token of the journey. The Earth Queen invites the Furends to continue onward into the large bush beyond her where they will find the Cat Tower to the next Cat Kingdom.

### **Scene 01 – Load Station**

The Feline Furends enter into a large bush, and the room is engulfed in thicket, with flowers, greenery, and leaves hanging all around. They make their way to the Load Station in this room, which is full of cat-shaped vehicles armed with net-blasting Cat Trappers. They mount their cat-shaped ride vehicle, grab their net-shooting Cat Trapper out of its socket, observe the digital point tracker marked as “0” by the Cat Trapper socket, pull down the furry lap bar, and begin their ride.

The trackless cat vehicles take off to the edge of the hidden bush they are hiding in and into a large Cat Tower made up of cat toys. Cat toys such as cat wands, catnip balls, and colorful shoelaces swing off the tower from top to bottom. At the bottom of the tower is a door that opens up to the Toy Kingdom. The Feline Furends notice that there are two animatronics of Finn and Asher on the Cat Tower clawing Cat Trappers aimed at dark black robotic mice with red eyes climbing the tower.

### **Scene 02 – The Toy Kingdom**

The Feline Furends scurry into the Toy Kingdom and find themselves in a large playpen. There is mesh on the surrounding walls with projections of evil cats with glowing red eyes hunting for prey. The ceiling and floor seem to be a canvas-like fabric that completely encloses the scene. Malicious dark black robotic mice with red eyes zoom around the interior of the playpen and must be caught by the Feline Furends’ Cat Trappers.

The Furends pounce around the room, trapping the mice toys and cat projections and scurrying past toys all over the floor, including balls of yarn, carrots filled with the strong scent of catnip, wands with hanging feathers, and a bunch of springs.

At one end of the playpen, there is a cat tunnel leading to a hidden cubby. The Feline Furends dart into this cubby and see animatronics of Finn and Asher with the Robotic Cat King passing along a warning and giving them a token of rope from a cat's favorite toy: the cat tower.

"Continue to stay strong, but beware: Not all Cat Kings and Queens want this safe haven for all stray cats that you wish for. You have disturbed the peace, and some are not so understanding as I."

The Robotic Cat King gestures to a large Cat Tower behind him to direct those journeying to the next kingdom: the Sleepy Kingdom. This Cat Tower is baby blue in color and decorated with pillows, blankets, soft cushiony materials, and biscuits. A blanket covering the opening to the tower lifts up, and Feline Furends enter.

### **Scene 03 – The Sleepy Kingdom**

The Feline Furends enter the Sleepy Kingdom and notice their ride vehicle is moving a bit slower. They look down to see they are riding along a large, oversized fluffy bed. Pillows line the sides of the bed and blankets cover the walls. The smell of biscuits fills the air, and the sounds of purring can be heard. The Feline Furends start to feel their ride vehicle vibrate and purr itself. However, the cozy comfort atmosphere does not last for long.

Red, frenzied beg bugs in the shape of mice scurry across the bed and must be captured by the Cat Trappers. In between rips in the blankets on the walls, projections of evil cats trying to jump on the bed appear and also must be caught.

The Feline Furends move quickly along the bed and dash under two large pillows, where a projection screen shows a kneading, biscuit-making Stuffed Animal Cat King giving Asher and Finn the token of a biscuit for their journey.

The sleepy Cat King yawns and says, "I knead you to purrlease hurry and finish your quest so my sleep may no longer be disturbed. Take this token and go."

The projection screen shifts and gives the Feline Furends the impression of running and jumping off the bed. They feel as though they drop to the floor where a Cat Tower with vines and jungle fruits appears. This Cat Tower is entirely made out of bamboo and jungle greenery. The leaves covering the middle entry open up, and the Feline Furends enter.

### **Scene 04 – The Jungle Kingdom**

The Feline Furends enter a large jungle surrounded by trees and hanging vines: the Jungle Kingdom. There are large bushes and a variety of jungle fruits everywhere. Smells of guava, papaya, and pineapple fill the air. The scene is seemingly a paradise until projections of jaguars, cheetahs, lions, and tigers all chasing the ride vehicles are seen and must be caught.

The Feline Friends speed up and run into a beautiful bamboo hut, stopping in the middle to watch the projection of an aggressive encounter between Finn, Asher, and the Jungle Queen who is screeching and does not seem to want to give up her token.

“The Purrfect Kingdom can never be! Surrender or die trying to get this token of bamboo from me.”

Finn and Asher are seen attacking the Jungle Queen and retrieving the token. At the end of the bamboo hut is a stack of cardboard boxes disguising the Cat Tower to the Kingdom of Boxes. The flap of the bottom box swings open, and the Feline Furends enter the next kingdom.

### **Scene 05 – The Kingdom of Boxes**

The Feline Furends enter the next kingdom that seems to be fully encompassed by cardboard. They notice that all around them are cardboard boxes of different sizes and colors and use their Cat Trappers to catch the mischievous, red-eyed rats and cats popping out from cardboard projection screens everywhere.

They glide through a secret cardboard tunnel and arrive to see animatronics of Finn and Asher with the Cat King who is made out of cardboard. This King seems hesitant to hand over the token of a piece of cardboard, but ultimately does so that his cardboard kingdom will no longer be disturbed.

The Feline Furends continue past this scene and to another cardboard box that is hiding a Cat Tower made out of cat litter, litter scoops, and trash. The opening to this Cat Tower is a litter box full of sandy and crystal litter that the Furends jump into.

### **Scene 06 – The Kingdom of Litter**

The Feline Furends feel the bumpiness of sand and litter crystals beneath them as they find themselves inside of a large brown litter box. Smells of **ammonia** fill the air, giving off a putrid, dry smell. Small stinky and unbathed evil kittens emerge from the sides and top of the litter box and from the litter crystals below and must be caught by the Cat Trappers.

At the end of the litter box is a large mountain of piled up litter through which the Feline Furends charge. Inside, they see animatronics of Finn and Asher pushing over the Trashy Cat King, pawing at the token litter scooper in his hand. The Trashy Cat King can be heard yelping that the “Purrfect Kingdom will take all of his stray loyal cat servants from him!” The Feline Furends must continue to trap projections of litter kittens trying to climb up the litter hill in order for Finn and Asher to successfully claim their token.

Rounding behind this attack scene, a golden, sandy pyramid Cat Tower emerges out of the litter, and the Feline Furends enter into the Pyramid Kingdom.

## **Scene 07 – The Pyramid Kingdom**

The scenery changes from a dirty sandy litter kingdom to a pristine, gold, and royal Pyramid Kingdom with a dry and hot feeling in the air. The Feline Furends travel across a smooth mat of sparkling, golden sand down a long hallway full of swinging chandeliers and the richest gems in the kingdom. Lining the walls of the hallway, Furends can see stoic cat guard statues that seem to have red following eyes. Snarls and hisses start to come from their mouths, and soon, an army of Egyptian Cats attack.

The Feline Furends pounce down the long hall, trapping the unwelcome stalkers with their Cat Trappers. They reach a large golden throne at the end of the hall and see the heroic Egyptian Cat Queen adorned in gems and jewels handing over her token of a glass of sand, saying,

“Us cats are the most prestigious of Egypt. Save the stray cats and give them a home so that we may be respected even more! End this chase and be prepared for what is coming!”

The Feline Furends turn to their left to see a large Cat Tower embellished with the brightest of red and pink jewels. A heart shaped entrance welcomes them to the Kingdom of Love.

## **Scene 08 – The Kingdom of Love**

Swimming into the Kingdom of Love, the Feline Furends notice that their cat vehicles are frantically thrashing and splashing across a projected pink lake surrounded by skies of red and pink crystals and smells of cotton candy and sweet wine. Beneath them are ferocious, fiery red swimming cats trying to sink their vehicles.

They make it to a beautiful large boat where the animatronic of the furry, pink Captain of the Kingdom is steering the ship. She is wearing Cupid’s bow and can be seen giving the animatronics of Finn and Asher one of her bows and begging them to wish for the Purrfect Kingdom so that the evil swimming assailants may disappear, and love may be restored.

The Furends make a quick turn around the Captain’s boat and find themselves diving straight down a waterfall into a projected screen of a white void surrounding a white and plain Cat Tower.

## **Scene 09 – The Former Purrfect Kingdom / The Renewed Purrfect Kingdom**

The Feline Furends enter the Former Purrfect Kingdom, which is a completely white projection screen with Finn and Asher in the middle. Suddenly, from all around the screen, lions, tigers, jaguars, cheetahs, litter kittens, evil Egyptian cats, dark red aquatic cats, red beg bug mice, and red-eyed robot cats start to charge in on Finn and Asher and the Feline Furends must catch them with their Cat Trappers to protect the heroes.



A large black cat comes out from the middle of the screen and halts the charge, challenging Finn and Asher and revealing that this used to be the Purrfect Kingdom. The Feline Furends watch as the black cat reveals himself to be the former Cat King of the ninth Cat Kingdom who has inspired the evil creatures along this journey to attack Finn, Asher, and their Furends.

“My kingdom must not be swatted from my paws! My control must not be swiped away! If I had to live my kitten life as a stray, then so should all other stray cats!”

This Cat King swipes at Finn, who he says must be stopped from bringing happiness, kindness, and truth to all stray cats. Finn appears to be knocked down and dead when the screen goes black.

All time stops and a single light shines on Finn, who is hardly breathing but slowly stealing a token of peace off the black cat’s neck, who still remains on top of him. With all of his tokens in hand, and with one final breath, Finn makes his wish: to restore the Purrfect Kingdom and give all stray cats a home.

The screen goes black when all of a sudden, the white projection screen drops, and a room full of rainbows, happiness, and joyous stray cats *and* mice of all kinds is seen. Animatronics of Finn and Asher can be seen hovering over the scene on a large cloud, as the true and kind rulers of the Purrfect Kingdom. The Feline Furends see their final score after capturing all evil creatures and continue through the scene, following their way to Unload through a giant rainbow that leads to a sparkly and glittering rainbow Cat Tower.

### **Scene 00D – Unload**

The Feline Furends find themselves exiting the rainbow Cat Tower and back in the streets of Downtown Los Angeles. This time, the streets are much brighter and much happier, and the Feline Furends put down their Cat Trappers and unload their cat vehicles in a room full of towering city buildings.

### **Scene 00E – Exit Queue**

The exit queue consists of facades of Downtown Los Angeles buildings that go from small to big as the Feline Furends transition to being humans again. Peaceful meows and purrs can be heard throughout the entire city, and the Feline Furends return to the surrounding theme park as the heroic Guests that they are.