

THEY WANTED FAIR FOOD PRICES TO FEED THEIR FAMILIES...  
THEY GOT A BATTLE THAT CHANGED THE COUNTRY AND MADE HISTORY

# BOYCOTT



A Limited-Series | Four-Quadrant | Bechdel-Friendly  
Period-Thriller | Inspired by True Events

In NYC, 1902, two unremarkable women take on the nation's largest business monopoly - and win - changing the course of U.S. history.

**Co-Female Leads**  
**Significant Female Supporting Cast**

**Genre:** Historical Fiction | Historical Drama

**Sub Genre:** Action | Suspense | Thriller

**Format:** Six One-Hour Highly Binge-able Episodes

**Spinoff Series:** Yes! Multi-Character Franchise

**The World:** New York City, 1902 | Lower East Side

**The Platform:** A Prestige Network, Cable, Streaming Series

**Show Cross:** Thelma & Louise, Erin Brockovich, Norma Rae meets Newsies and Yentl Show

**Themes:** Women/Female Empowerment, Immigration, Discrimination, Bigotry, Labor Issues, Patriarchy, Aspiration, Achievement, Positive/Family Values.

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1902, the women of New York City's Lower East Side band together creating the first-ever all-female led boycott to protest a dramatic increase in the price of beef by the nation's largest business monopoly, with results no one could have imagined.

### **Series Description | Lead Actors Draw**

Infuriated at the senseless increase in the cost of beef imposed by the "Big Six" Cattle Barons, a/k/a the Beef Trust, Fanny Levy, 33, a mother of six children, and Sarah Edelson, 33, the childless owner of a Kosher restaurant, the female co-leads of the series, in the unlikeliest of circumstances, join forces and face compelling challenges, costly fines, imprisonment and even ostracization by the Jewish community for seeking to defend their culture and a way of life.

### **Never-Before-Told Story**

The real-life incidents of the 1902 Kosher Beef Boycott, lasting barely three weeks, made national headlines, capturing the attention of President Theodore Roosevelt. The boycott's feverish rallies, public agitation, violent protests involving tens of thousands, property destruction, and mass arrests rapidly spread across the country.

### **First-Ever Female-Led Social Activism Movement**

In this "David vs. Goliath" story, "Boycott" reveals the critical role the Boycott played in shaping the course of U.S. business, history, politics, literature, and popular culture and its remarkable [and never-before recognized] prominent impact the boycott had through present-day society.

### **Demographic Appeal/Target Audience: Adults, Teens and In-Between "tweens"**

Boycott is a four-quadrant, family-friendly, period thriller. The combination of the two female co-leads, an extensive supporting female ensemble, along with prominent roles of six tween/teen-age children - male and female, whose individual stories and journeys are seamlessly intertwined into this fascinating historical-fiction world creates engaging, addictive, must-see TV for a wide demo.