



ADA AND THE LOST HORIZON

One story. Billions of storytellers. The ultimate lockdown project.

An interactive, collaborative storytelling game for the days of social distancing

Created by Leila Sales



WHAT IS THIS?

- ❖ A choose-your-own-path-style adventure where the only limits on choices are your own imagination.
- ❖ A scavenger hunt within the confines of your own home.
- ❖ A real-world *Ready Player One* experience.
- ❖ A community-oriented coronavirus quarantine activity that takes you on an imaginary journey to another world—and a physical journey away from your computer screen.

A decorative white floral border with intricate scrollwork and leaf patterns surrounds the text. The border is set against a dark background.

WHAT IS THE STORY ABOUT?

A girl named Ada wakes to find herself alone. She was supposed to be here with her younger brother, Teddy. She was supposed to be watching out for him. But Teddy has disappeared in the night. Ada must find him, but her only clue is a ransom note. What the ransom note says, where it leads her, and if and how she ever manages to see her brother again...

Well, all of that is up to you.



HOW DOES IT WORK?

Every other day, the Storymaster will post a brief scene in an evolving story entitled *Ada and the Lost Horizon*. Each scene will end with a prompt for a Challenge. You have the option to complete this Challenge in any way that you like. Everyone who chooses to do so may post their Challenge Completions to social media. The Storymaster will select one Completion as Canon and will incorporate it into the next scene and into the plot of *Ada and the Lost Horizon* going forward. This will start on Thursday the 9th of April 2020, and continue for as long as there are people interested in doing Challenges, as long as there is story left to tell, and as long as we are practicing social distancing.



WHAT ARE THESE CHALLENGES?

Each day's assigned Challenge will be different, but every one of them can be completed a) alone, b) at home, and c) without use of a computer. Think: arts and crafts projects, pantry-staple science projects, anthropomorphizing household items, unusual home decoration, dress-up games, and otherwise using your imagination (and not your keyboard). All of the Challenges will be open to interpretation and customization (e.g. "make a treasure map" or "turn your bathroom into a beach resort"), so there's no one "right" answer.



MUST I COMPLETE THE CHALLENGES ALONE?

No. If you are social-isolating with family members, you are welcome to include them in your Completions. If you feel comfortable going outside, you can use nature or anything else you can safely find out in the world. If you really want to use a computer, no one is going to stop you, but consider that this is your daily opportunity to create something *not* relying on a screen, and try to take advantage of it.



DO I HAVE TO COMPLETE EVERY CHALLENGE?

No. You may complete Challenges on days when you have the time and when you feel inspired by them. Participate on as many or as few days as you like. Or skip the Challenges entirely and just read the story as it develops.

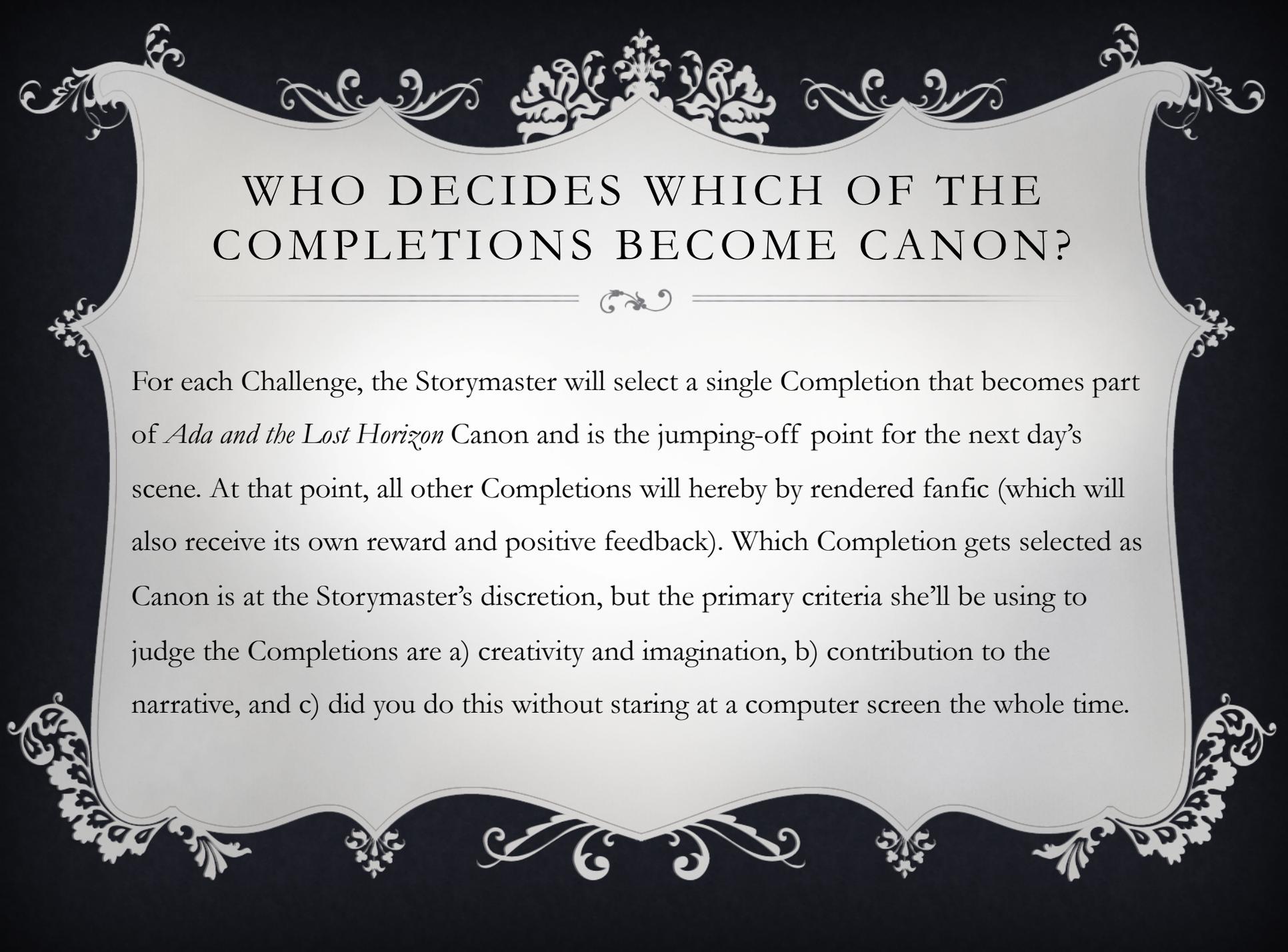


HOW DO I SUBMIT A CHALLENGE COMPLETION?

- ❖ At **4pm ET** every other day, the Storymaster will post the day's scene and accompanying Challenge on Instagram and Twitter at [@LeilaSalesBooks](https://www.instagram.com/LeilaSalesBooks).
- ❖ Participants have **24 hours**—until 4pm ET the following day—to submit their Challenge Completions. You may submit yours by posting it to your own Instagram or Twitter account with the hashtag **#AdaAndTheLostHorizon**. You may post your Challenge Completion in the form of a photo, video, audio recording, or any other file type that best represents it.
- ❖ The Storymaster will spend following 24 hours selecting a Completion to incorporate into the Canon and writing the next scene using it, so that the process can repeat.

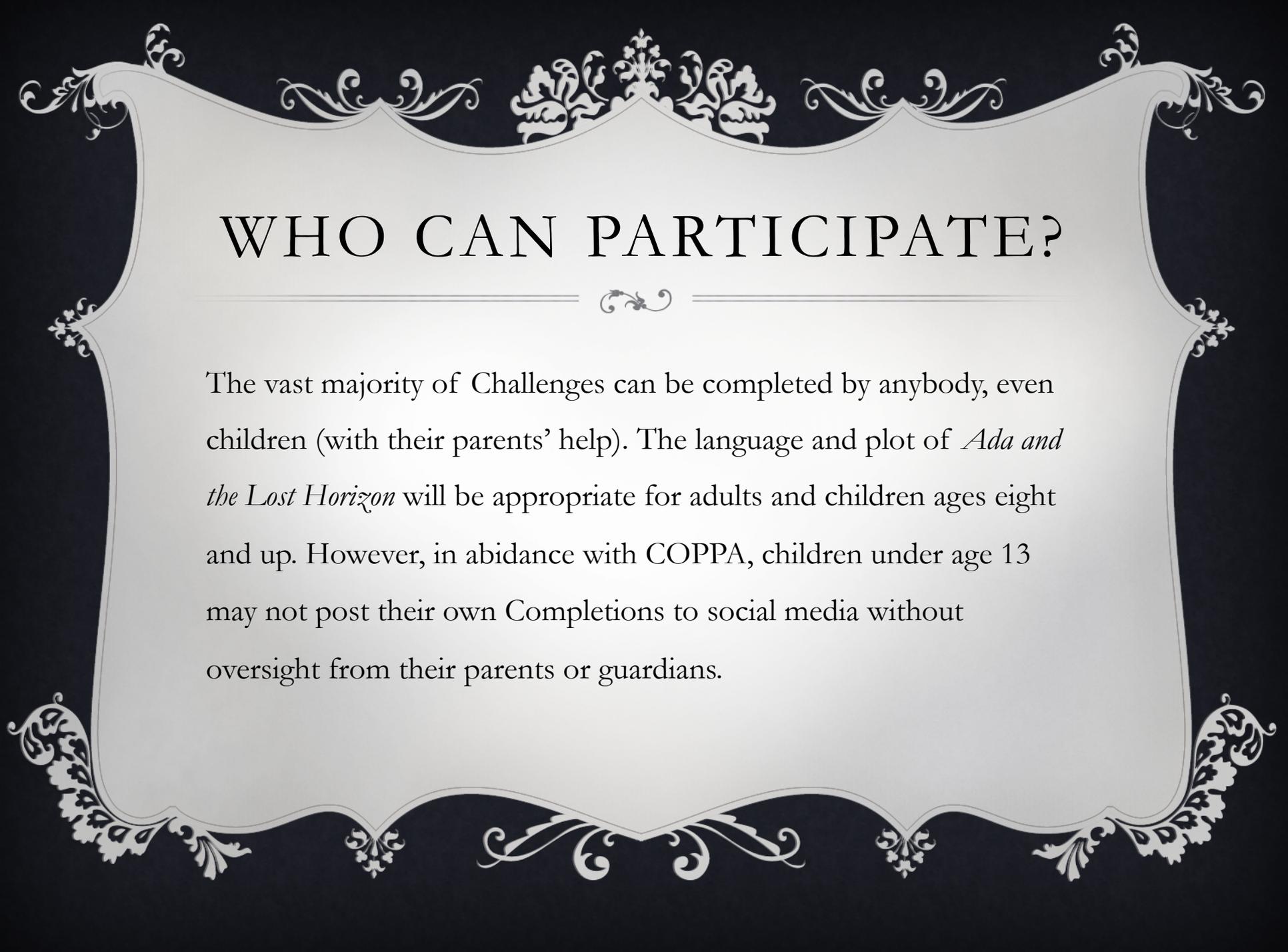
ANY MORE RULES?

- ❖ Any Completions not using the hashtag #AdaAndTheLostHorizon will not be considered.
- ❖ Unless otherwise stated, any Completions submitted later than 4pm ET the day after the Challenge has been posted will not be considered.
- ❖ Any Completions posted to other social media platforms such as TikTok and Snapchat will not be considered because the Storymaster does not really understand how to use them.



WHO DECIDES WHICH OF THE COMPLETIONS BECOME CANON?

For each Challenge, the Storymaster will select a single Completion that becomes part of *Ada and the Lost Horizon* Canon and is the jumping-off point for the next day's scene. At that point, all other Completions will hereby be rendered fanfic (which will also receive its own reward and positive feedback). Which Completion gets selected as Canon is at the Storymaster's discretion, but the primary criteria she'll be using to judge the Completions are a) creativity and imagination, b) contribution to the narrative, and c) did you do this without staring at a computer screen the whole time.



WHO CAN PARTICIPATE?

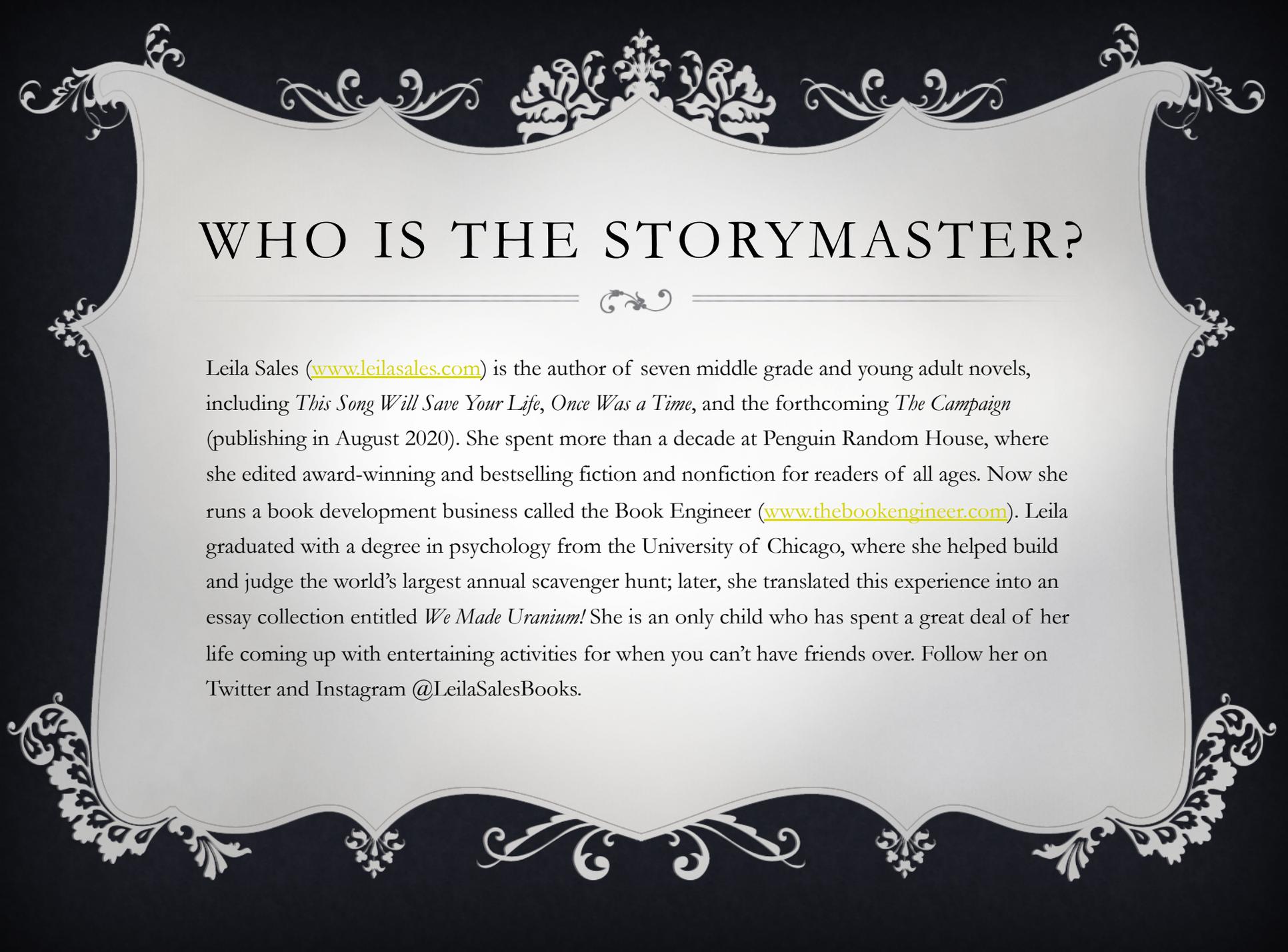
The vast majority of Challenges can be completed by anybody, even children (with their parents' help). The language and plot of *Ada and the Lost Horizon* will be appropriate for adults and children ages eight and up. However, in abidance with COPPA, children under age 13 may not post their own Completions to social media without oversight from their parents or guardians.



WHO *SHOULD* PARTICIPATE?



- ❖ People who like doing or making creative things.
- ❖ People looking for innovative activities and projects during quarantine that aren't just doing more work, cleaning the house again, or staring at a screen some more.
- ❖ People interested in the storytelling process who want to have a real say in shaping how a story plays out.
- ❖ People who would enjoy reading a magical adventure story told in short installments.
- ❖ People who want to collaborate with a community of creators.
- ❖ If you are into fanfic, scavenger hunts, escape rooms, and other interactive entertainment, then this is especially for you.



WHO IS THE STORYMASTER?



Leila Sales (www.leilasales.com) is the author of seven middle grade and young adult novels, including *This Song Will Save Your Life*, *Once Was a Time*, and the forthcoming *The Campaign* (publishing in August 2020). She spent more than a decade at Penguin Random House, where she edited award-winning and bestselling fiction and nonfiction for readers of all ages. Now she runs a book development business called the Book Engineer (www.thebookengineer.com). Leila graduated with a degree in psychology from the University of Chicago, where she helped build and judge the world's largest annual scavenger hunt; later, she translated this experience into an essay collection entitled *We Made Uranium!* She is an only child who has spent a great deal of her life coming up with entertaining activities for when you can't have friends over. Follow her on Twitter and Instagram @LeilaSalesBooks.

HOW CAN I BE INVOLVED?

You can participate in *Ada and the Lost Horizon* as much or as little as you like. Here are just a few things you have the option to do, if and when you want to:

- ❖ Read the story on Instagram and Twitter by following @LeilaSalesBooks
- ❖ Complete the Challenges
- ❖ Follow the hashtag #AdaAndTheLostHorizon to see and like other players' Completions
- ❖ Invite friends to play with you
- ❖ Submit ideas for future Challenges that you want to see other community members complete
- ❖ Livestream yourself completing Challenges
- ❖ Tell your own stories of what happens next