

HOLY FLEXXX

*A GRIEVING PREACHER FINDS UNLIKELY
SALVATION THROUGH THE ART OF STRIPPING.*

(a half hour comedy drama series)

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LOGLINE

After losing his young daughter, a small-town Canadian minister begins secretly moonlighting as a stripper to cope with his grief. But when a devout member of his church begins to suspect the truth, his double life ignites a dangerous game of cat and mouse in a small-town spiritual pressure cooker, where salvation, shame, and seduction collide.

A MAN OF FAITH. BROKEN BY LOSS. REBORN IN THE LAST PLACE YOU'D EXPECT. AND TRYING TO KEEP IT A SECRET.

THE SETTING

A small town in Canada. The setting of the show is nondescript, rural, and emotionally isolated—like a Canadian urban *Schitt's Creek* with secrets.



OUR MAIN CHARACTERS

ELDER DAVID RIGGS

STRIPPER NAME "DARK VADER"

Mid-30s. Preacher. Husband. Stripper.

Imagine if Kevin Spacey's crises of identity in *American Beauty* had Channing Tatum's physical vulnerability in *Magic Mike*. That's David Riggs. His grief makes him reckless, but his soul makes him impossible to hate. Grieving father caught between sin and salvation.

WHAT IF HE'S NOT RUNNING FROM GOD BUT HE IS
DARING HIM TO ANSWER?



SISTER SHEILA

Mid-30s. Regal, rigid. An extremely devout woman of faith.

Imagine the formidable will of Meryl Streep in *Doubt* with the religious conviction of Tammy Faye. Sheila is a spiritual soldier cloaked in scripture. A righteous watchdog hunting sin. She even has a religious podcast and YouTube channel called Sheila's Corner. Her crusade to expose David starts as a holy pursuit. However, beneath all the sermons and side-eyes lies something else.

WHAT IF THE VERY THING SHE'S TRYING TO DESTROY...
IS THE THING SHE SECRETLY DESIRES?

SISTER
MARIE RIGGS

*Early 30s. David's wife. Faithful, but frozen.
Paralyzed by the same grief that drives David to move.*

BROTHER JOHN

*Mid 40s–50s. David's best friend.
A fellow minister at the Church. Comic relief with real heart.*

HOLY FLEXXX

FLEXXX DANCERS

& CLUB CHARACTERS

LUCKY

30s. White. Charismatic, gritty. Construction worker by day, dancer by night.

SHOWTIME

30s. Failed musical theatre kid turned star dancer. Possibly queer. Possibly straight. High energy.

PIERRE

30s. French-Canadian. Ex-hockey player. Ex-bouncer. Now the club's most beloved romantic.

BAM BAM

20s. Indigenous. Strips to survive. Blunt, loyal, resilient.

NICKELS

CLUB OWNER

Late 40s–50s. Club manager. Used car saleswomen meets sinner with a soul.



THE SERIES HOOK

THE ENGINE

A high-stakes cat-and-mouse chase between a man hiding his secret stripping salvation and a woman hellbent on exposing it.

THE UNDERCURRENT

While our HERO dodges discovery, we also descend into the male stripper world of FLEXXX. Every dancer has a story, and every performance is a step toward the ultimate underground prize: HUNKAMANIA, a national stripping competition that could change their lives forever.

FAITH, FLESH, AND A TICKING CLOCK COLLIDE.

OUR SET PIECES

THERE WILL BE 4 MAIN SET PIECES IN THE SERIES.

THE CLUB: FLEXXX

A stripping sanctuary for the broken and a subjective place for salvation in a small town.



THE CHURCH

A cold but holy place. Worship, tradition, unspoken judgment.



THE TOWN

Built from small Canadian towns like North Preston, Nova Scotia or Sudbury, Ontario. Big sky, small lives. Everyone knows your name. Everyone has a secret.



THE RIGGS HOME

The bridge between The Club and The Church. Our heroes home that lost its heartbeat and is frozen in grief.





**VISUAL TONE
AND STYLE**

This series is a visually arresting, emotionally charged world a poetic collision of faith, sex, identity and deep loss. The pressure cooker emotional unraveling of *American Beauty*, filtered through the hyper-stylized lens of *Euphoria* and the provocative physicality of *Magic Mike*.



THE PACING

Each 30-minute episode is tightly structured to end on a cliffhanger, pulling the audience directly into the next chapter.

While this series is a comedy, it's never slapstick, never sitcom. The humour is darkly funny, quietly absurd, and deeply human.

The series engine runs on a tonal tightrope, where grief and eroticism collide with faith and suspicion. At its core is the cat-and-mouse tension between David and Sheila, echoing the slow-burn psychological pursuit of the film *Doubt* with Philip Seymour Hoffman and Meryl Streep.

THE CINEMATOGRAPHY

Very Stylized. Intimate.

POV-style — like *Euphoria*.

Feels immediate, kinetic and personal.

THE STRIPPING AND DANCING

Tight framing; Abs, sweat, skin.

Erotic. Elevated. Cinematic.

Use of slow motion, light flares, subjective audio (*heartbeats, orchestral music*)

THE COLOUR PALETTE

OUTSIDE WORLD - Dull beiges, soft whites, cool grays.

STRIPPER WORLD - Deep purples, electric blues, neon pinks and reds.

THE HUMAN BODY – sweat, shine, texture, clothing or the lack thereof will be a canvass for paint.

THE CANADIAN BEAUTY

A MAN IN FREEFALL

Kevin Spacey's character, Lester Burnham, in *American Beauty* is a middle-aged man experiencing a crisis of identity, purpose, and masculinity. His suburban breakdown leads to radical (and inappropriate) self-reinvention.

Though David is rooted in a religious, small-town Canadian experience, the spiritual and emotional themes of awakening, repression, and transgressive salvation track closely. Both are men buried in grief and numbness who reclaim feeling through taboo, sensual liberation—one through infatuation and rebellion, the other through dance and erotic performance.

David Riggs is spiraling not into madness, but into a new kind of clarity. Where Lester buys weed and flirts with teenagers, David discovers stripping as his medicine. This isn't a midlife crisis. It's a young man's soul crisis.

They both want to feel alive again.

Taboo as Transformation - David sheds the robes of righteousness. He begins to chase sensation, not sin but from the outside, it all looks the same. The audience watches his spiritual rebirth play out through society's dirtiest lens: lust all with a comedic undertone.

The show will dare you to ask: Is he sick? Is he saved? Or is he both?



AMERICAN BEAUTY

THIS IS HOMEGROWN

HOLY FLEXXX: is a story that could happen anywhere but it only hits this hard when it happens here. Rooted in the haunting stillness of small-town Canada, this series ignites a quiet cultural powder keg: grief, religion, repression, sex, identity, and survival all combusting in one unlikely sanctuary.

It's raw. It's riveting. It's funny. It's homegrown. And nothing Canada has made before looks or feels like this.

NOT YESTERDAY, NOT TOMORROW, TODAY: Audiences crave stories that are daring, honest, sexy. Emphasis on the sexy. Holy Flexxx is all three and more. We are entering a global TV era where elevated genre meets raw emotion.

Holy Flexxx is Canada's unapologetic entry into that conversation.

Multicultural, multilingual world: A true reflection of modern Canada. English, French, to indigenous slang. White churches. Black preachers. Queer strippers. Indigenous healers. This isn't diversity for quotas or checkmarks it's lived reality.

HOLY FLEXXX



*ARE YOU READY TO
ENTER THE SANCTUARY?*

