

Five for Five: Emmy-Honored Animator Donna Kay Lau Hits 117% Funding on Kickstarter for Exclusive Surf Soup® TV Collector Cards

With Art 100% Complete and Ready for 'ProDUCKtion,' Lau Reflects on a Bittersweet Independent Journey and Offers Fans a Final Window for Limited First-Edition Pre-Orders

18 July 2026

Los Angeles, California



Surf Soup TV is thrilled to announce that its latest crowdfunding venture, the *Surf Soup® TV* First Edition Animation Collector Cards, has officially smashed past its goal to reach **117% funding** on Kickstarter. The milestone marks the fifth successful campaign for independent creator, author, and Emmy-honored animator Donna Kay Lau. With the creative development fully finished, the premium 55-card deck is moving directly into physical production.

Unlike traditional crowdfunding projects facing long manufacturing delays, the entire creative infrastructure for the *Surf Soup® TV* collection is completely secure. Every single character illustration, text layout, and formatting spec has been finalized and uploaded directly into the

manufacturer's automated production portal. The success of the campaign ensures that the printing pipeline will trigger immediately once funds clear, bringing the expanding world of Surf Soup Island straight to fans without delay.

"Holy moly, what a journey this has been," says creator Donna Kay Lau. "Building the *Surf Soup TV* universe independently has been an extremely challenging, bittersweet road, but seeing this fifth campaign hit 117% funding makes every single hurdle worth it. Along with these huge accomplishments comes the reminder of how hard it is to create something truly independent—but I am absolutely NOT giving up. These cards are packed with my characters and a growing universe that I am so excited and grateful to share. The art is completely finished, we are officially heading straight into 'ProDUCKtion,' and this is just the beginning of what's to come."

The debut deck marks the official physical introduction to the vibrant, animated world of Surf Soup TV ahead of its highly anticipated cartoon shorts premiere. Each card features dynamic animation art, character star ratings, distinct abilities, and deep island lore. True to Lau's signature storytelling, the collection weaves together themes of ocean conservation, inclusion, and imaginative adventure.

While the core funding goal is met, the campaign remains active for a limited time, allowing late collectors to secure the First Edition decks before production limits are set. Orders can be placed directly on the active [Surf Soup TV Kickstarter Campaign Page](#).