



*"If you think you know the Easter Bunny's story,
you don't know Jack!"*

Press Information

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Synopsis

A comedic short that takes a shot at explaining the city of Fitchburg, Massachusetts' claim of being the "Home of The First Easter Bunny."

Landscaper Jack LeBlanc narrates the inspiring "true" story of Fitchburg's favorite rodent son. Orphaned as a young rabbit, Bunny overcomes prejudice and persecution to discover his special purpose in life. Through years of trials and tribulations, our hero becomes "The First Easter Bunny."

If you think you know the Easter Bunny's story, you don't know Jack!

Synopsis for people with more time

Everyone knows the origins of Santa Claus, Rudolph the Red-Nosed Reindeer, and even Frosty the Snowman, thanks to all those holiday claymation specials. But does anyone really know how the Easter Bunny came into being?

Well, it turns out Jack LeBlanc does. Jack (a.k.a "Jack of All Trades") tells a group of young children the "real" story of the First Easter Bunny on a pleasant Easter Sunday. Follow the Bunny's life from his humble beginnings, through his many trials and tribulations, to his ultimate success in this comedic short set in the Easter Bunny's hometown of Fitchburg, Massachusetts.

But watch out! Not everything is all marshmallow peeps and jellybeans for the Easter Bunny. Young thugs, heartless candy company executives, and Santa's elves are all conspiring to keep the Bunny down. And, to make matters worse, the Easter Bunny has an archenemy in the St. Patrick's Day Leprechaun.

"*The First Easter Bunny*" offers a view of what the filmmakers' would do in claymation if they only knew how to do claymation.

So enjoy the "true" story of Fitchburg, Massachusetts' favorite rodent son, The Easter Bunny. And remember . . . No matter what you think you know about the Easter Bunny, you don't know Jack!

Technical Info:

Length:	00:14:30
Format:	Digital Video
Aspect Ratio:	1:33 (4x3 Video)

Cast

(in order of appearance)

Kid #1	--	Carson Smith
Kid #2	--	Marissa Smith
Jack LeBlanc (Narrator)	--	Chuck Smith
Kid #3	--	Samantha Roberts
Kid #4	--	Justin Roberts
Man on Street	--	Mike Paratore
Woman on Street	--	Lori Grant
Teen	--	Geran Smith
Killer Rabbit Victim	--	Brian DelGiudice
Scientist #1	--	Robert Thomas
Scientist #2	--	W. Trent Richardson
The Easter Bunny	--	The Easter Bunny
Professor McIntosh	--	Brian Grundei
Santa/Cupid	--	Gary Mucha
All Purpose Holiday Kid	--	Joey Savoie
Elf #1	--	Mike Epstein
Elf #2	--	Nancy Epstein
Young Thug	--	Geran Smith
Bunny's Mom	--	Mari Davila
Mrs. Easter Bunny	--	Jill Shapiro
The Mayor	--	Jan Martino
Candy Exec #1	--	Jennifer McAdams
Candy Exec #2	--	Kevin McAdams
The Leprechaun	--	Steve Fluet
Hot Tub Honey	--	Michaelene Gaudet
Mom in Park	--	Michele Gaudet-Smith

Crew

Executive Producer	--	AF Grant
Producers	--	AF Grant & Brian DelGiudice
Associate Producer	--	Chuck Smith
Director	--	AF Grant
2 nd AD/Kid Wrangler	--	Chuck Smith
Screenplay	--	Chuck Smith & AF Grant
Camera	--	AF Grant, Brian DelGiudice
Audio	--	Brian DelGiudice
Editor	--	AF Grant
Art Director	--	Brian DelGiudice
Script Supervisor	--	Lori Grant
Best Boy	--	Kevin McAdams
Key Grip	--	Lori Grant
Wardrobe	--	Lori Grant, Betty Clarke
Prop Master	--	Brian DelGiudice
Make-up	--	Lori Grant
Still Photographers	--	Brian DelGiudice, Lori Grant
Bunny Wranglers	--	Chuck Smith, Brian DelGiudice, Nick DelGiudice
The First Easter Bunny Theme	--	AF Grant, Lori Grant, Francis Guillemette
		Written & Performed by Dan Schaarschmidt

Production Notes

In the summer of 2001, producer/director AF Grant first noticed the signs while driving through Fitchburg, Massachusetts. "Fitchburg - Home of the First Easter Bunny." What that Hell did that mean? Was it some desperate marketing ploy to keep up with neighboring Leominster's obsession with Johnny Appleseed? AF didn't know, but he did know that one day he would mock that sign.

Following the successful premiere screening in March 2002 of their first short "*We've Got Johnny*" (which did in fact deal with Leominster's obsession with Johnny Appleseed), producers AF Grant, Brian DeGiudice and Chuck Smith first tossed around ideas for what would become "*The First Easter Bunny*".

Chuck's first draft of the script was completed in May of 2002, and was quickly shot down as being "too dark." After a short and violent battle, the three men decided the script would take a sillier tone and be an homage to the claymation holiday specials of their youths. Using many of the ideas from the first script, AF and Chuck banged out the final script by the end of June 2002.

Since none of the men knew how to do claymation, it was decided that this would be a live-action project with some serious over-acting and a bunny suit purchased on eBay. The primary direction actors received from AF Grant – "pretend you are clay."

Production began August 31, 2003 in a bucolic park in downtown Fitchburg. By this time all of the "Home of the First Easter Bunny" signs had been stolen, but luckily producer Brian DeGiudice had a prison labor connection and a reproduction was quickly made. Shooting continued at 17 locations in and around Fitchburg through the Fall and into Winter. The final shots were completed on January 5, 2003.

Breaking the axiom of "never work with children or animals," the crew worked with more than 10 children, a dog, and seven different "bunnies" during the production. Stunts – including shots of the Bunny driving a Harley and a Porsche – were completed without incidence or injury. Buckets of chocolate and bales of green Easter Basket grass, as well as pounds of meat and dozens of eggs added to the richness and smells of the finished short.

The project was shot on MiniDV using a Sony VX2000 camera, and editing was done throughout the production on a Canopus DV Storm Edit System with Adobe Premiere. The final cut was completed in late January 2003 and was screened for cast and crew in February.

Bios

AF Grant:

Co-Producer, Director, Director of Photography, Editor

AF Grant grew up in Fitchburg and Leominster, Massachusetts. AF went on to graduate from the University of Massachusetts with a BA in Mass Communication and has been involved in film and video production for over 12 years. He has served as producer, director, camera operator, editor and more on a wide range of television productions, from commercials and news to sports and award winning comedies. He has also worked as a Production Assistant and Assistant Director on independent and student films. Past awards include:

2002 F4 Film Festival, Audience Award, "*We've Got Johnny*"

1993 CableACE Award, Comedy/Variety Series; "*Cool Stuff*"

1992 Outstanding Achievement Award, Cable Television Producer's Assoc.

1992 Massachusetts Community Television Contest; Best Series

In the mid 90's AF turned his back on scrambling for freelance work and rode the high-tech boom as a web designer. Only the lure of Johnny Appleseed could bring him back to the world of entertainment production. "*We've Got Johnny*" was his first DV short and more money was spent on the wrap party than on the production. "The First Easter Bunny" features many characters that were originally seen in "*We've Got Johnny*." Is it a prequel, a sequel, or just a mistake? You be the judge.

Brian DelGiudice (Del):

Co-Producer, Audio, Art Department

Del's career highlights include: flunking out of a local Community College, living in a van for a temp job in New Hampshire, co-owning an adult video store (Del had to leave the business when he got a job teaching at a parochial school), moving to southern California (twice!), and steam-cleaning the grease behind the grills at McDonalds.

Somehow, Del went on to become an award-winning photojournalist working at newspapers such as the Fitchburg Sentinel & Enterprise, Worcester Telegram, and Lake Arrowhead Mountain News. He has successfully parlayed that van-living, porn-owning experience into the Health Care, Biotechnology and Hi-Tech industries where he has many publishing credits including CD-ROMs, surgical videos and University textbooks with Tufts University, Genzyme and Convergent Networks. Del also maintains a mysterious corporation – Lemonstar.

Del has had integral roles behind and in front of the camera on PlasticVille Productions' "*We've Got Johnny*" and "*The First Easter Bunny*."

Chuck Smith:

Associate Producer, Screenwriter, Actor

After graduating high school, Chuck tore through four colleges in five years. He finished up at Fitchburg State College with a degree in Marketing. The last 14 years has seen Chuck pass through a number of high-tech start-ups, doing anything needed by his blood-sucking bosses (and I mean anything).

Chuck Smith is an aspiring writer who has trouble focusing. He's worked on a number of screenplays in various stages of completion (or desertion), and also maintains a personal humor Web site at www.chuckbutt.com. When he's not writing, Chuck can often be found enjoying time with his family, or just staring blankly into space.

In the 1990s, Chuck appeared as a stand-up comic at many of the top comedy clubs in Massachusetts, including Nick's Comedy Stop and Catch a Rising Star. Being some amount of work, Chuck dropped stand-up comedy like a hot potato, but has channeled his creative energies into a recurring role as Jack LeBlanc (hoping he won't get type-cast as "that dude from Fitchburg").

Chuck currently is an anonymous marketing cog at an anonymous high-tech corporation. Mr. Smith resides in Pepperell, Massachusetts, where he lives with his wife and two children.

Screenings

F4 Film Festival – Audience Award Winner. Fitchburg Ma, April 2003
ArtsFest, Harrisburg Pa, May 2003
Lake Arrowhead Film Festival, Lake Arrowhead Ca, September 2003

The First Easter Bunny Theme

By Dan Schaarschmidt

Listen, will you
I'm here to tell ya
All the story
Of the favorite son of Fitchburg
A couple hundred miles
Northeast of Pittsburgh
A real hare-raising tale

It may sound funny
But this little bunny
Started out as an orphaned child, like any
Until he got himself restyled and then he
Made himself a name
At the top of the egg-hiding game
It's a story of fortune and fame
And it's all right here

He came from Fitchburg, Massachusetts
Yeah

For more hippity hoppity goodness, visit
<http://www.plasticvilleproductions.com/bunny/>