



I ♥ JACK LALANNE:
A CARTOON MEMOR

An animated documentary film
by LeAnn Erickson

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Press Kit

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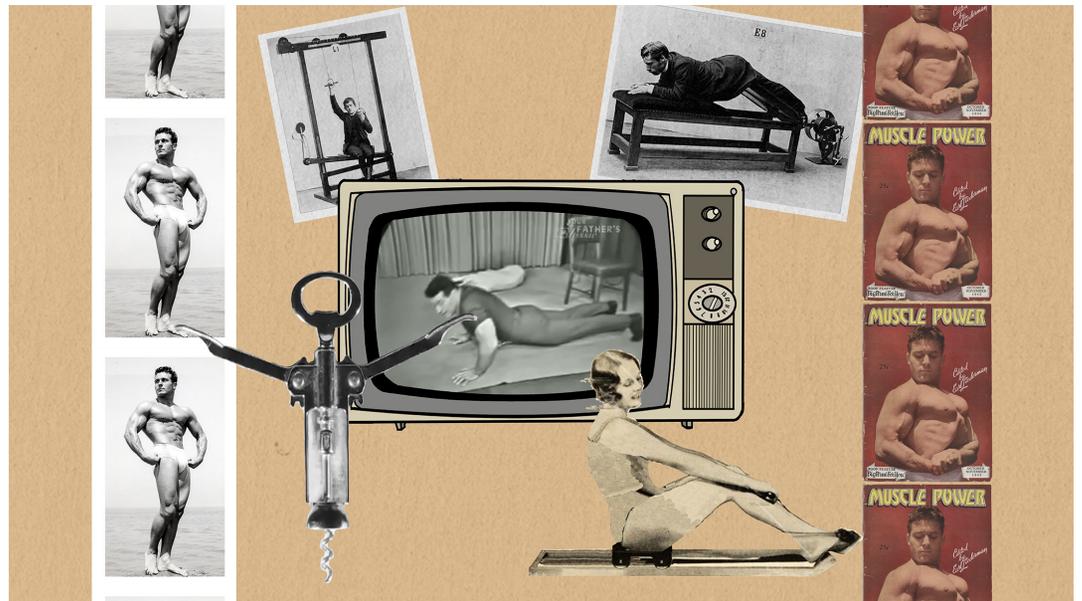


I (heart) Jack LaLanne: A Cartoon Memoir

Who is Jack LaLanne and what is he doing in my coming out story?

Logline:

Featuring a playful aesthetic and humorous tone, the filmmaker- a lesbian feminist baby boomer- uses animation and exercise guru Jack LaLanne to explore the impact of role models on children, coming out as gay in a less tolerant era, and dealing with a late-in-life disability.



I (heart) Jack LaLanne: A Cartoon Memoir

Brief Description:

In this animated short documentary, the filmmaker- a lesbian, feminist baby boomer- investigates life's touchstones via her 50+ year fascination with exercise guru Jack LaLanne.

I (heart) Jack LaLanne: A Cartoon Memoir uses classic and computer-based animation techniques that serve as the visuals to voiceover storytelling. Original drawing combines with rotoscoping, composited archival video clips float inside retro televisions, while stop-motion vitamins march toward their mark.

Combining animation with the written memoir, I (heart) Jack LaLanne pushes the conventions of documentary film. This LGBTQ coming of age story also addresses a little explored area of the medium, the ramifications of female aging in a society obsessed with youth.

Filmmaker Bio and Director's Statement

LeAnn Erickson is an independent filmmaker. Her work has appeared on public and cable television, in media and art galleries, and has won international recognition in film and media festivals.

In 2010 she completed *Top Secret Rosies: The Female Computers of WWII*, a feature documentary distributed by PBS, Inc. Currently she is developing a television series pitch based on the *Top Secret Rosies* story.

For as long as I can remember I've loved Jack LaLanne. I was a tomboy, growing up in the early 1960s, getting mixed messages from parents, grandparents, television, and teachers. But fitness pioneer Jack LaLanne 'got' me. I knew that he took me seriously and I returned the favor. One of my earliest memories is rushing home from kindergarten to exercise along with Jack's TV show.

I (heart) Jack LaLanne: A Cartoon Memoir is an animated documentary film structured around the life and legend of Jack LaLanne as it explores my personal experiences growing up female and gay in 1960s-70s America. I was a serious athlete during my early and young adult years, thus the film also delves into issues of self-identity, societal expectations, and the effects of aging on the human body.

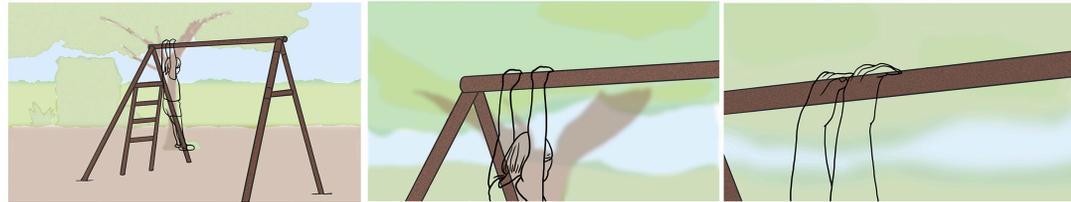


Using a playful visual aesthetic and humorous tone, the film tackles serious issues, including the impact of role models on children, coming out as gay in a less tolerant era, and dealing with a late-in-life disability.

- LeAnn Erickson
Writer/Director/Animator/Editor

Co-Producer Bio

Jake Rasmussen is an award-winning producer, independent filmmaker, and industry video creative. His industry work has received Clio awards, Promax awards and Emmy recognition. Through his creative collaborations, Jake has produced, written and directed hundreds of narrative shorts which have screened at international film festivals.



Sound Design and Composing Bio

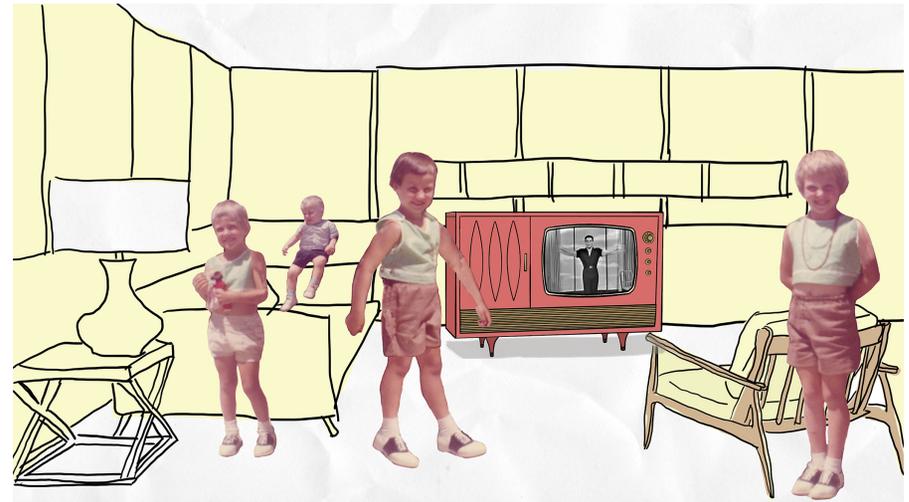
Patrick de Caumette is an Emmy winning composer who creates original scores and sound design for film and television projects, video games and commercials. Patrick has produced soundtracks for international media companies, including Walt Disney, ABC, Comcast, Canal+, Netflix, Ubisoft, Syfy and the USA Network.

Film stills:

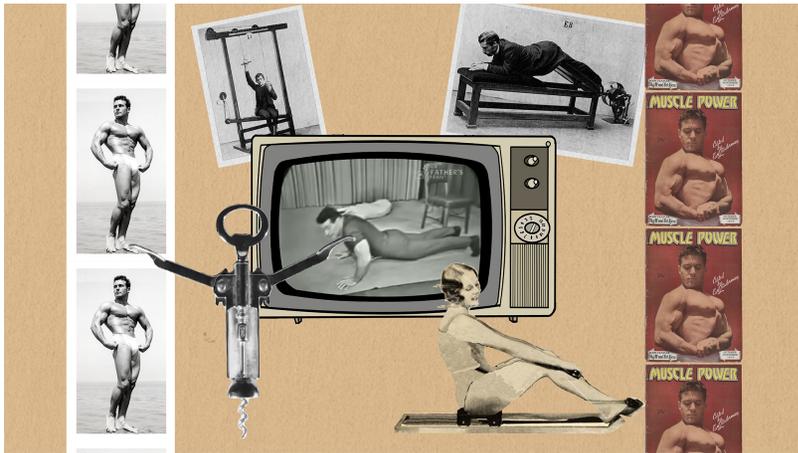


Still 1: Gulp

Still 2: Kids



Film stills:



Still 3: Jack collage

Still 4: Jack toys



Credits:

Producers

LeAnn Erickson
Jake Rasmussen

Writer/Director
LeAnn Erickson

Sound Design and
Music Composing
Patrick de Caumette

Title Design
Ariel Brown

Editing
LeAnn Erickson with
Jake Rasmussen

Compositing and Animation

LeAnn Erickson with
Ariel Brown
Noah Cohen
Pingyi Hu

Historical research
Molly Stankoski

Additional footage:
<http://iheartjacklalanne.com/> <
Media Source Materials

Special thanks

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crucial voiceover editing

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Top 40 – The 70s
for inspiration

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c. LeAnn Erickson, 2022

I ❤️ JACK LALANNE: A CARTOON MEMOIR

For more information about this film, please contact:

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