

"RAINBOW BRITE AND THE STAR STEALER"

Directed by BERNARD DEYRIES and KIMIO YABUKI

Produced by JEAN CHALOPIN, ANDY HEYWARD, TETSUO KATAYAMA

Executive Producers JEAN CHALOPIN and ANDY HEYWARD

Screenplay by HOWARD R. COHEN

Story by JEAN CHALOPIN and HOWARD R. COHEN

Based upon characters developed by HALLMARK PROPERTIES

Music by HAIM SABAN and SHUKI LEVY

A presentation of HALLMARK PROPERTIES, a division
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"RAINBOW BRITE AND THE STAR STEALER"

- Production Information -

"Rainbow Brite and the Star Stealer" is the first animated feature film based on the Rainbow Brite collection of characters that have become so enormously popular with young children.

In the magical kingdom of Rainbow Land, far from Earth, where the colors of the spectrum are created, there lives a heroic little girl named Rainbow Brite, who is responsible for bringing all the joy and color to the world.

The story of "Rainbow Brite and the Star Stealer" deals with an evil danger which threatens to steal every trace of light and color from the universe, plunging Earth and Rainbow Land into eternal gloom.

A spoiled and deranged Princess has combed the galaxy, collecting the most precious stones she can find for her own selfish pleasure. Only one gem is missing--the planet Spectra, the largest diamond in the cosmos and the sole source of light for the worlds that surround it... including our own.

With an army of clanking, jeweled robots called Glitterbots, the Princess invades the crystal planet. Hypnotizing the citizens of Spectra, she forces them to weave a huge net which cuts off Spectra's life-giving light.

The earth goes dark. Children stop playing. Flowers start dying. Hope vanishes.

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Rainbow Brite and her gleaming white stallion Starlite spring into action. Joined by a heroic boy named Krys and his flying robot horse, On-X, they challenge the Princess's deadly forces with an arsenal of pure color power--bursting star sprinkles, streaming prisms and shooting rainbows. It's a fireworks fight to the finish young movie goers will never forget.

A Warner Bros. release, "Rainbow Brite and the Star Stealer" was produced by Jean Chalopin, Andy Heyward and Tetsuo Katayama, with Chalopin and Heyward as executive producers of the film. Howard R. Cohen wrote the screenplay from a story he co-wrote with Chalopin based upon characters developed by Hallmark Properties. Bernard Deyries and Kimio Yabuki directed the film. Music is by Haim Saban and Shuki Levy.

"'Rainbow Brite and the Star Stealer' is an action/adventure film for kids," says producer Jean Chalopin. "We took Hallmark's popular Rainbow Brite characters as our core and built a strong, fast-paced story around them."

With a team led by directors Bernard Deyries and Kimio Yubuki, voice director/screenwriter Howard R. Cohen and art director Rich Rudish, as well as countless artists and technicians, "Rainbow Brite" was ready to become a motion picture.

"Writing for animation is much different than live-action because the minute a scene is written, designers step in to begin

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their artwork," explains writer Cohen. "It's as though your first draft is actually a final shooting script because all the camera angles, direction, set design and scene descriptions have to be very specifically outlined from the very start so the artists can do their job."

In "Rainbow Brite and the Star Stealer," the artists played a key role in the animation process. Creating an entire cast of characters in animation--taking them from the drawing board to the big screen--is no easy task.

Art director Rich Rudish was chosen by Hallmark in 1985 to helm the creative team behind "Rainbow Brite and the Star Stealer" and later joined DIC Enterprises. He and his team, together with the writer and directors, decided to add several new characters to the Rainbow Brite collection--a process which required development of not only visual images, but personalities as well. "When we create characters," explains Rudish, "we tend to draw from bits and pieces of people we've come across in our own lives."

For Rudish, a member of the team that created Rainbow Brite, drawing from personal experience proved effective in the creation of one of the original and most visible of the Rainbow Brite characters: Starlite, Rainbow Brite's horse and best friend.

A veteran Hallmark artist until recently, a breeder of Arabian horses and a participant in exhibitions and rodeos, Rudish confesses, "I modeled Starlite after my son's horse,

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an Arabian gelding named By Jingo, and many of By Jingo's qualities are now a part of Starlite's character."

Nearly 20 characters, along with their voices, have come alive on screen with completion of the film. To accomplish this, over 90,000 individual drawings were done--a staggering amount of work. Special audio and visual effects were later added, along with an original musical score.

Producer Jean Chalopin explains that "Rainbow Brite and the Star Stealer" is "an entertainment for kids, which parents will very much enjoy themselves.

"It is an action/adventure story in which our characters must rise above overpowering situations. Rainbow Brite and her friends constantly battle forces of evil and darkness; only they use color and magic, nature and happiness, as their ammunition."

"Rainbow Brite and the Star Stealer" had its origins not only in the phenomenally popular Hallmark characters upon which it is based, but also in a series of five enormously successful television specials which aired nationwide in syndication over the past two years.

"The natural follow-up to a character as popular as Rainbow Brite was a feature-length film," explains Chalopin. "Between these already well-known and well-loved characters and the new, action-packed story, the Rainbow Brite movie should appeal to audiences of all ages."

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The Characters from "Rainbow Brite and the Star Stealer"

RAINBOW BRITE is a creative little girl who lives at the end of the rainbow and is responsible for bringing color and joy to the world.

STARLITE is a magical flying horse who is Rainbow Brite's best friend. He serves as her guardian and protector.

MURKY DISMAL is a nasty little creature who lives in The Pits--a dark and dreary cave in Rainbow Land. In his laboratory, he concocts vaporous clouds of gloom; his chief aim in life is to capture Rainbow Brite's power belt so he can make everyone as miserable as he is.

LURKY is Murky Dismal's awkward, bumbling assistant. He dutifully helps his boss with all sorts of dastardly doings because he doesn't know any better.

THE DARK PRINCESS is as wicked and evil as they come, laden with glittering jewels and green with anger. She is determined to add to her collection the one jewel she does not possess--the diamond planet Spectra, through which the light of life passes. If she succeeds in obtaining Spectra, the galaxy will grow darker and eventually die.

ORIN is an ancient and venerable sage who has been imprisoned by the Dark Princess. He sends the message of the Princess's plan to Rainbow Brite via a black robot horse named ON-X.

KRYS is the sturdy and heroic little boy who joins forces with Rainbow Brite to save his planet Spectra from the Dark

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Princess and her evil plans.

BRIAN is a young earthling and the only human who can actually see Rainbow Brite. She has given him a magical key to take him to Rainbow Land in case of emergency.

TWINK is a sprite to whom Rainbow Brite has entrusted her kingdom when she goes off to save Spectra.

THE COLOR KIDS (Red Butler, Buddy Blue, Canary Yellow, Patty O'Green, La La Orange, Shy Violet and Indigo) together help Rainbow bring joy and color to the world.

STORMY is a little girl, very much like Rainbow, who controls winter.

BOMPO and POMPO are two Spectrans whose job it is to polish the surface of their diamond planet with their dust mop feet.

THE SPECTRAN WEAVERS are inhabitants of the diamond planet who've been hypnotized into helping the Dark Princess.

COLONEL BLOGG is the Princess's Grand Chamberlain and SARGEANT ZOMPO is commander of the Princess's forces on the prison planet.

About the Filmmakers...

Producer JEAN CHALOPIN, President of DIC Audiovisuel, founded Societe DIC in France in 1971. Prior to the formation of DIC, Chalopin owned and managed an advertising company which specialized in animated commercials. An outgrowth of Chalopin's advertising company, DIC produced both live-action and animated

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films. In 1972, Chalopin turned the company's efforts to the children's/family entertainment market and in 1973, an in-house animation studio was formed. Since then, Chalopin has been responsible for the creation of studio facilities in Tokyo and Los Angeles. Having grown quickly into a major contender in the field of animation, DIC will have an impressive 351 half-hours on the air this year alone, with four syndicated television shows running five-days-a-week on local stations across the U.S.

Producer ANDY HEYWARD is President of DIC Enterprises, Inc., the U. S.-based subsidiary of DIC Audiovisuel. Heyward began his career as a writer, story editor and sales executive with Hanna Barbera Productions. From 1975-1980, he was responsible for the development, writing and sale of animated series such as "Scooby Doo," "Laff-A-Lympics," "Popeye" (new version), "Harlem Globetrotters Super Show," "Yogi's Space Race," "Space Stars" and "Drac Pack." In 1980, he was based in Paris with DIC Audiovisuel in a creative and management capacity. He created, developed, packaged and sold new cartoon series which would be equally as successful in the U.S., as well as in foreign markets. During his two years in Paris, Heyward assumed a greater role in the management of the company and in April 1982, he returned to Los Angeles and established DIC Enterprises, Inc.

Producer TETSUO KATAYAMA was born in Tokyo and graduated from Gakushuin University with a degree in economics. He joined Hochi Company, Ltd. as a sports and entertainment writer before

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entering the film business as an executive with Tokyo Movie Shihsha, where he produced more than 15 theatrical films in animation. Katayama became president of K.K. DIC-Tokyo in 1982 and has overseen the production of all DIC Entertainment Inc. product since then.

Co-Director BERNARD DEYRIES was born in Tours, France and attended the Beaux-Arts School. He later became an art director at an advertising agency in France before joining DIC Audiovisuel, with which he has been associated for 15 years: five of those in Paris, six in Japan and four years in the U.S. Among Deyries' credits are the DIC animated miniseries "Ulysses 31," "Cities of Gold," "The Littles," "Pole Position," "The Get Along Gang" and "Kidd Video." For syndication, he has directed the animated series "Mask" and "Jayce and the Wheeled Warriors," in addition to the "Rainbow Brite" and "Robotman" specials. Also an author, Deyries' book entitled Story of Music has been published in 12 languages.

Co-Director KIMIO YABUKI has directed several television series and specials, as well as full-length features in his native Japan. One of his animated series, "Ikkyusan," had an eight-year run on prime-time television and won a coveted national medal for children's animation. Among Yabuki's other credits are the series "Wolfboy Ken," "Fujimaru," "Tokugawa Ieyasu's Childhood" and "The Pumpkin Wine," as well as the specials "Life of Donmatsu Goro" and "Dr. Mambo From Space With

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Love."

Writer HOWARD R. COHEN made his feature film debut in 1981 as the writer/director of the horror spoof, "Saturday the 14th," starring Richard Benjamin and Paula Prentiss, followed by the science fiction adventure/opera. "Space Raiders." Cohen has also worked on television movies and pilots, as well as specials for comedian Steve Martin. Previously, he wrote two "Rainbow Brite" specials and also brings to film animation years of experience as a graphic designer whose work is part of museum collections in the U.S. and Europe.

Art Director RICH RUDISH attended Chicago's prestigious Art Institute and went on to receive his Bachelor of Arts and Master of Fine Arts degrees from Michigan State University. He joined Hallmark in 1964 as a designer of greeting cards, children's books, puzzles, ornaments, and other forms of "flat art." His move into animation came when he was chosen to helm the creative team behind "Rainbow Brite and the Star Stealer," which resulted in his move from Hallmark's Kansas City offices to DIC Enterprises in Los Angeles.

Composers HAIM SABAN and SHUKI LEVY, partners in Saban Productions, have scored over 400 half-hour episodes for television, including the Saturday morning animated programs "Kidd Video," "Mr. T," "He-Man and the Masters of the Universe" and "The Littles." They have contributed music for such television production companies as Spelling-Goldberg, Hanna

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Barbera, Embassy, Lorimar, 20th Century Fox and DIC Enterprises. The duo has earned 15 gold and seven platinum records. Recently, they composed "Kids for Kids in Africa" with proceeds going to the African famine relief effort, which previewed at the Live Aid concert.

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