



SPIRIT OF LIBERTY FOUNDATION



America's Easter Bunny™ creates a "Magical Easter"

to Lift the Spirits of the Los Angeles Area Fire Victims and Families, especially the Children, with the Support of America's Caring National Retailers and Restaurants

The Opportunity

Recently, America's worst fires in recent years engulfed Los Angeles leaving thousands of homes destroyed and over 100,000 Angelenos homeless. Now, there needs to be a very special event to lift the spirits of these victims and to put much-needed smiles on their faces. However, because of the timing, the Spirit of Liberty Foundation's *America Santa* is not appropriate. Fortunately, there is another very beloved magical Hero ... *America's Easter Bunny* ... loved and adored by both children and adults. The Easter Bunny will create "*A Magical Easter*" to share the *true meaning of Easter ... a celebration of hope, renewal, and new beginnings—values that align perfectly with what Los Angeles needs now!*

Beginning April 1st, *America's Easter Bunny*, wearing his colorful costume with an "I LOVE L.A." banner, will make very special pop-up visits throughout the Los Angeles area at major athletic events and visits with high-profile celebrities from City Officials including Mayor Bass, Fire Chief Crowley and the heroic LA Firefighters as well as Hollywood Celebrities entertainers, actors, performers and athletes. During these visits, the Easter Bunny will give his "*Official Bunny Money*" to the Celebrities and invite them to attend the *Magical Easter* Events.

Importantly, beginning on April 19th and 20th the Easter Bunny will provide Easter Baskets for the children and give the *Official Bunny Money* to the families. Each person will receive a special envelope containing a heartfelt message from the Easter Bunny explaining the meaning of Easter—*hope, renewal, and rebirth*, and a message from the Official Sponsors to use their *Bunny Money* – six \$1.00 bills, two \$2.00 bills and two \$5.00 bills for a total of \$20.00 for purchases at participating National Retailers and Restaurants.

The *Bunny Money* and *Magical Easter* Events will both lift the spirits and put smiles on the faces of children and families offering them a chance to experience joy and relief during this Easter season. Each Bunny Money bill includes a statement that it must be redeemed by December 31, 2025.

The importance of "*Magical Easter*" will be appropriately embraced and sponsored by Los Angeles Churches and Charities and covered by local and National media.



Bunny Money is oversized at 8" x 3.5". The reverse features the participating retailers' logos.

Spirit of Liberty Foundation
P.O. Box 705, Rancho Santa Fe, CA. 92067
Phone: 858.759.2000 • Fax: 858.350.1776

Honoring and Supporting America's Heroes, our Armed Forces, Veterans and First Responders



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Background

The Spirit of Liberty Foundation is dedicated to **"Lifting the Spirits"** of victims of disasters ... families and especially children. Starting with Hurricanes Katrina and Rita in 2005, the Foundation brought hope and joy to the families and children. Over 400,000 hurricane impacted victims and children received a visit from our *America's Santa™* who delivered gifts and the magic and Spirit of Christmas that they may not have had. This was all with the support of First Lady Laura Bush, Governors and hundreds of celebrities.

After these hurricanes, the Foundation, and our *America's Santa*, continued Lifting the Spirits of victims of tragic disasters that occurred just before or just after Christmas. First the the 3,600 families affected by California's worst Paradise Valley fires were visited with *America's Santa*, then *America's Santa* and Mrs. Clause gave the 1,000 families who lost their homes in the Boulder, Colorado fires just days after Christmas a **"2nd Magical Christmas**. Then in 2023 a **"Magical Maui Christmas"** was created for 1,600 families who lost their homes in the tragic Lahaina/Maui wildfires!

As a result of all these efforts, we've learned from psychologists we've worked with that victims of these disasters initially experience profound "shock and disbelief", which typically lasts 4 to 8 weeks, and when this phase subsides, victims face prolonged periods of "depression, deep despair and hopelessness" which often lasts months. These psychologists emphasized that during this time, victims—especially the children—absolutely need their spirits lifted.

What we've done is not and cannot be duplicated as the Red Cross, Salvation Army, and other Charities/Organizations that provide initial emergency services have shared with us have also stated that our visits are literally invaluable for victims' health and the uplifting of their spirits.



First Lady Barbara Bush and America's Santa distributing gifts to Hurricane victims



America's Santa and First Responders in Paradise, CA



Magical 2nd Christmas to Remember in Boulder, CO



Hawaii Governor Josh Green and First Lady Jamie Green and family at Magical Maui Christmas

The Spirit of Liberty Foundation has extraordinary experience is Easter Events

In 1981, when Richard Rovsek, now Chairman of the Spirit of Liberty Foundation, created the major White House events, turning the **White House Annual Easter Celebration** from a sleepy, egg roll that only had 4,000 attendees to a major extravaganza with over 25,000 attendees. He also created the now legendary White House Wooden Easter Eggs.

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