
Cleanup on
Aisle 9
A Feature Film by Lexi Morsch
Written by: Kristina Haddad and Lexi Morsch
Executive Producer/Consultant: J.Todd Harris

After her husband's suicide, a grieving widow's routine grocery run unravels into a surreal battle between the world she has to face and the one collapsing inside her head.



Director's Statement

In CLEANUP IN AISLE 9, we wanted to de-romanticize the use of trauma, specifically suicide, as a story trope. We wanted to shed light on what the traumatic aftermath looks like: unrefined, unedited and full of loose ends that will never tie into a pretty, little bow at the end because

there is no end.

Your paragraph text

I wanted to represent and honor the aftermath as accurately as possible - for this is a story for the grievers stuck in a world that keeps moving. This is a story for anyone desperately seeking something on the screen they could point at and go,

“THAT. That is exactly how it feels.”

Meet Kristina & Brett



Director's Statement

This, sadly, is based on the true story of Kristina Haddad and Brett Rothfeld.

Director's Statement

In 2021, after a degenerative eye disease threw Brett into an unrecoverable depression,

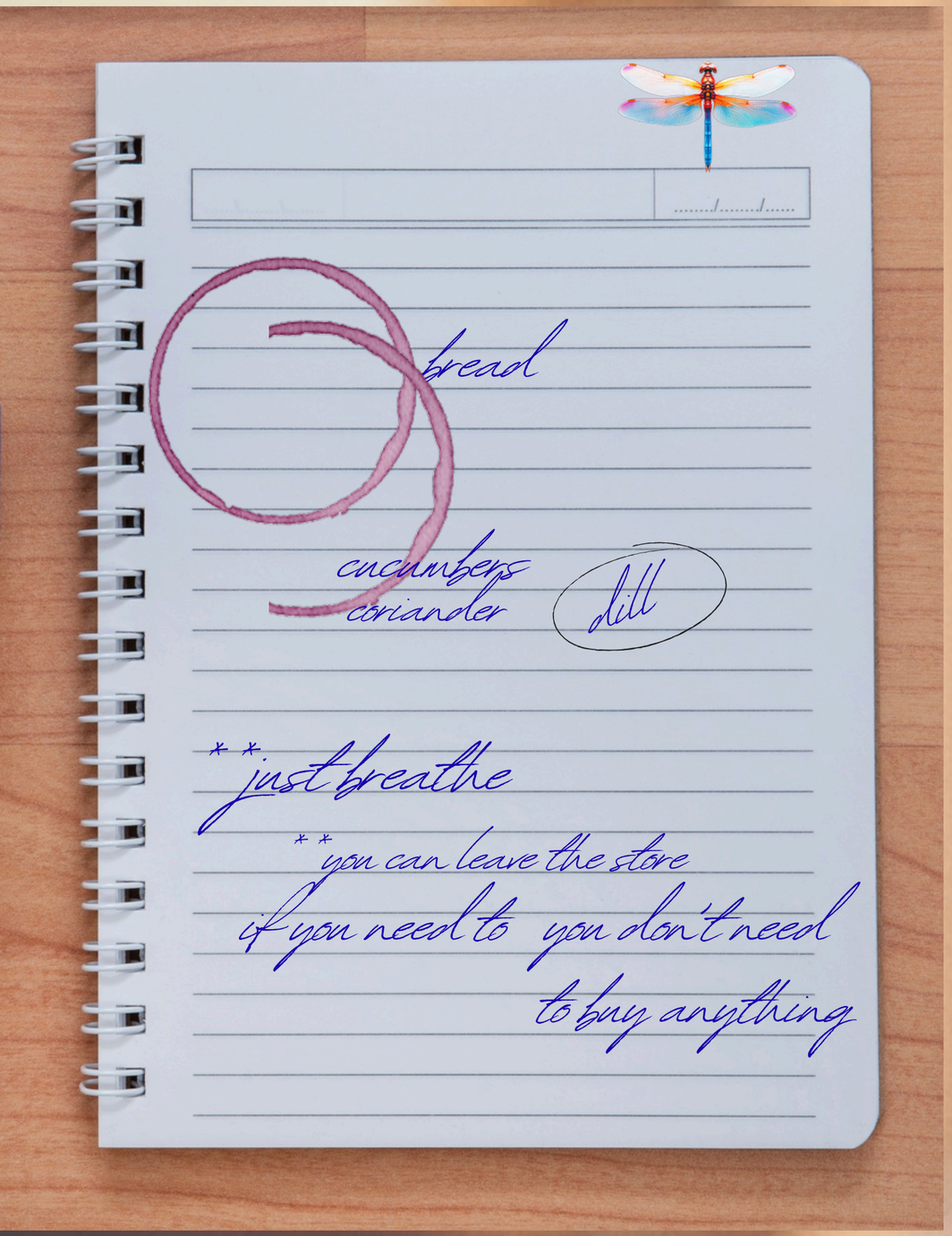
he lost his life to suicide.

I only knew Kristina as an actor until she announced his death on Facebook, unabridged.

I cried myself to sleep that night, an unexplainable pull to an actor I barely knew and a man I'd never know. I attended his memorial and stayed in the back, but I had the most intense urge to speak, even though I knew nothing about them. Although I didn't speak that day, Kristina and I continued to talk on our own, weaving a friendship through a deep, mutual understanding of losing oneself through life-altering trauma and respect for the Sisyphusian-struggle to make it to the next day.

This story is an homage to every split cell that was once whole, to the uncomfortable things no one wants to or knows how to talk about and for the people who remain and carry on the people who are gone - no matter how they were lost.

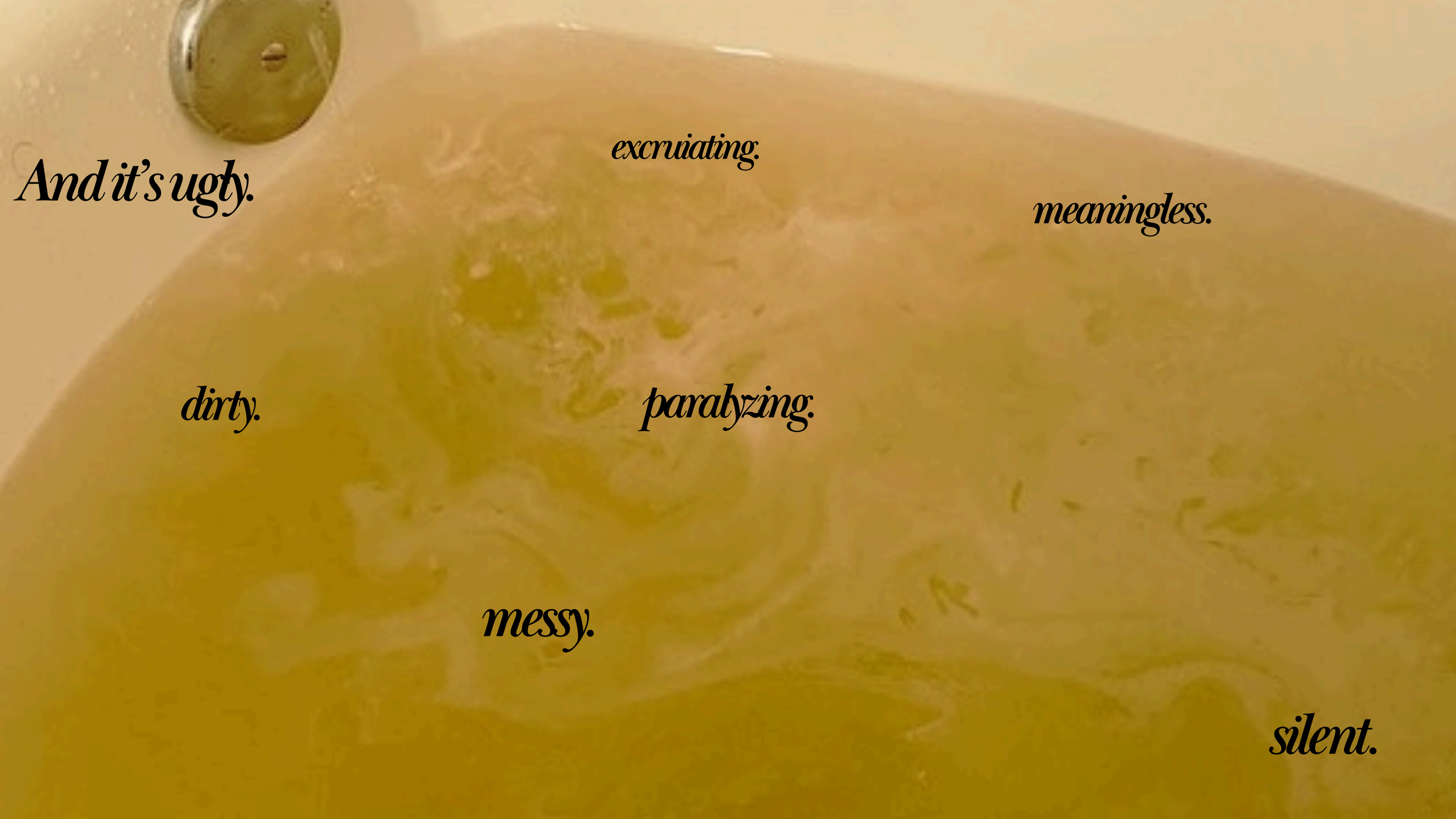

Meet Kiki.
This is her story.



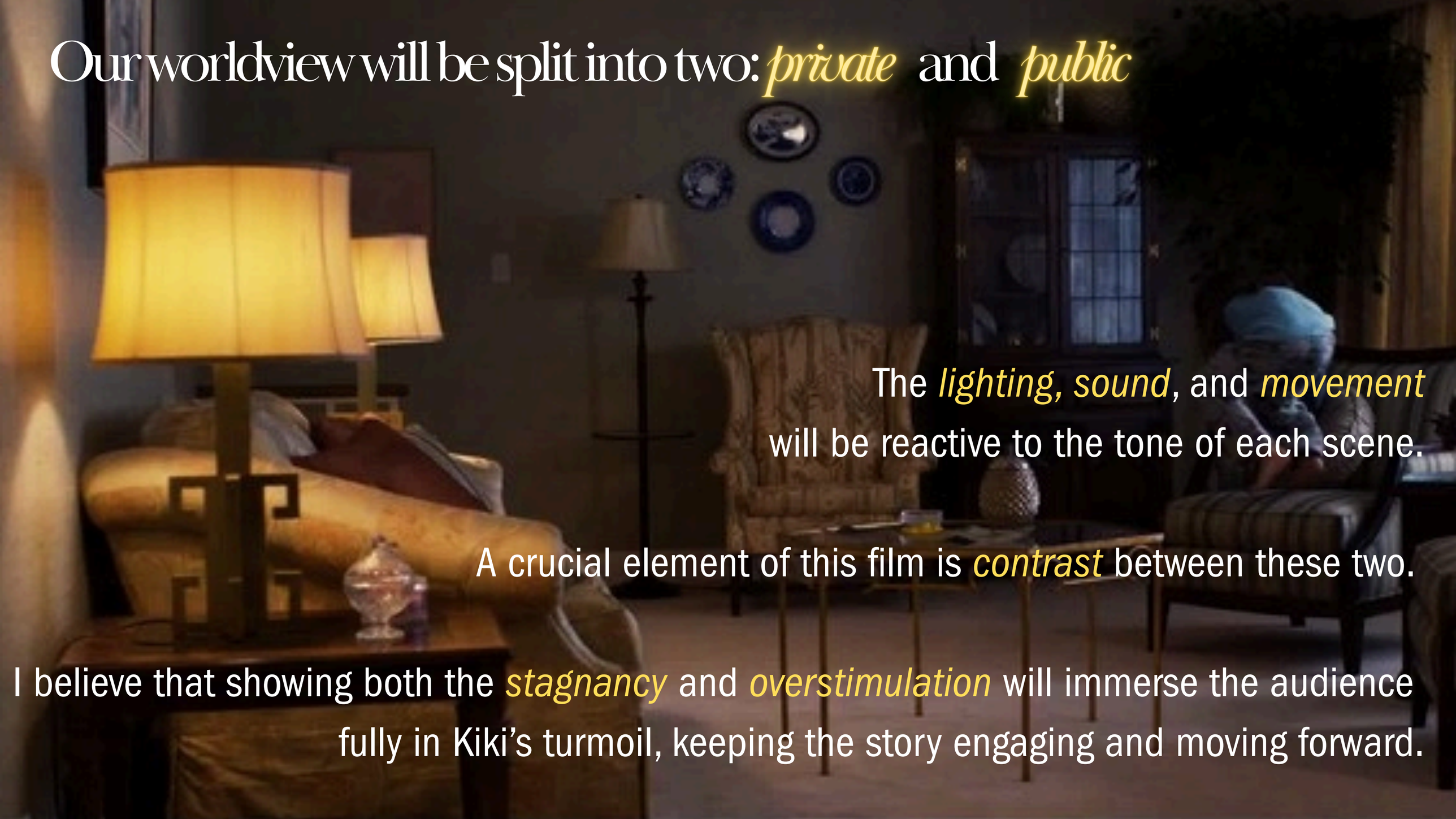
Kiki has recently just lost her husband and soulmate to suicide, shattering her entire world and routine of life.

She has become hyperfocused on what *should* be a simple task: buying groceries.

Unfortunately - we know when tragedy this deep hits - *nothing* is simple.


And it's ugly.
excruiating.
meaningless.
dirty.
paralyzing.
messy.
silent.


Director’s Vision



Our worldview will be split into two: *private* and *public*

The *lighting*, *sound*, and *movement*
will be reactive to the tone of each scene.

A crucial element of this film is *contrast* between these two.

I believe that showing both the *stagnancy* and *overstimulation* will immerse the audience
fully in Kiki's turmoil, keeping the story engaging and moving forward.

En semble


Trix
Reese's Puffs
Cocoa Puffs
French Toast Crunch
Cinnamon Toast Crunch
Cheerios
KIX

Private: Private Core Unit

Our co-stars are the unit of Kiki's main support system, such as Mikey and Joe, her best friend and landlord. These men love Kiki and know her story, her history and get to see her grief in full form.





Unfortunately, they can also relate to great loss . They are an anchor of understanding.

Jackson, a new cashier at the grocery store, knows nothing of Kiki's story and is our bridge between the worlds. His calm presence and non-invasive connection with her allows an intimate friendship to naturally form. He allows her to feel unobserved and more than just her grief.



Public : Business Employees

The public world should feel eclectic, grounded and warm - like how side characters in our favorite 90s movies feel to us. While this is not a period piece, the public world surrounding Kiki should juxtapose the weight we feel from her trauma.

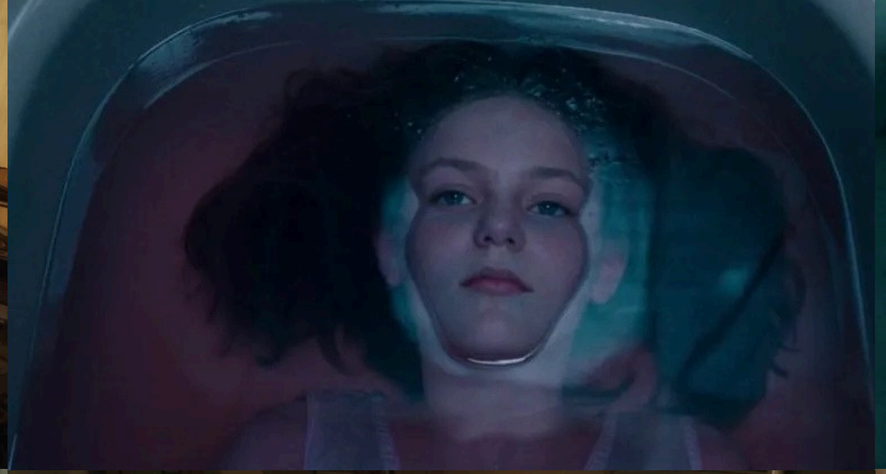
These people surround her with different versions of support or lack thereof, representing the best and worst that humans have to offer when tragedy strikes someone. These characters will also add much needed comedic relief throughout the enterity of the film and allow the audience to have reprieve.











Private

Pratty's





DINNERS


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15


Price




Public

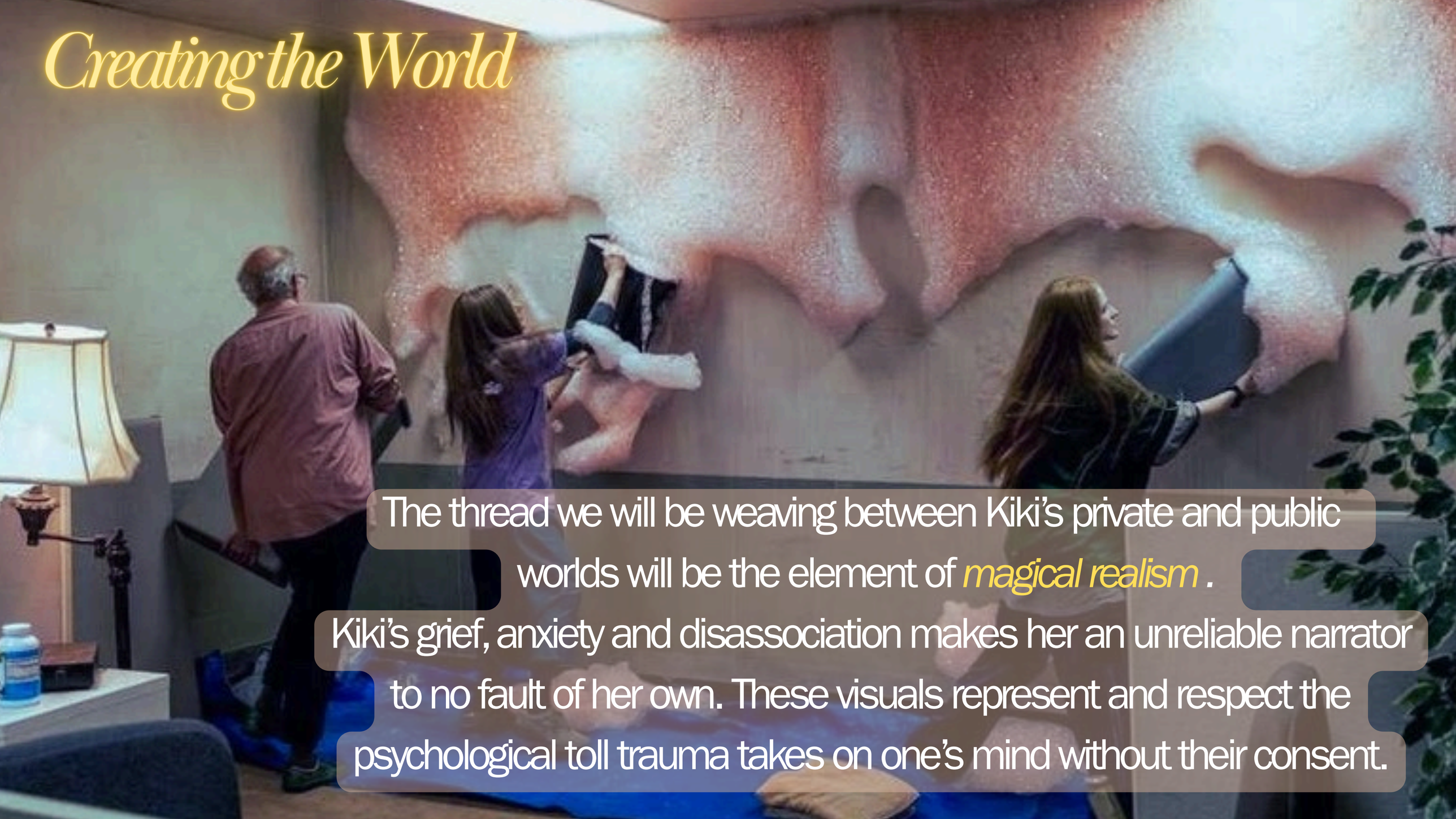





SOUP
TOMATO



Creating the World



The thread we will be weaving between Kiki's private and public worlds will be the element of *magical realism* .

Kiki's grief, anxiety and disassociation makes her an unreliable narrator to no fault of her own. These visuals represent and respect the psychological toll trauma takes on one's mind without their consent.

The Magical Realism Ties



Pickles:

The internal “pickling” Kiki is feeling becoming external.



Imagined Public Scenarios:

Daydreams she has during points of high pressure.



Dragonflies:

One of nature’s symbols associated with lost loved ones and a representation of ‘B’, her husband.

Comparable Films



‘Room’



‘Dream Scenario’



‘Notting Hill’



Lexi Morsch, Director

Lexi Morsch has been a theatrical and commercial casting director in Portland,OR for the last 8 years alongside Simon Max Hill of Simon Max Hill Casting. During her years in this department, she has been honored to build her career around cultivating respect and trust from the actors of the PNW and beyond. Her work has been shown at major festivals including Sundance, SXSW and Tribeca as well as streaming across platforms such as Netflix, Hulu and Amazon Prime.

Some of her most recent credits include:

- 'Wishful Thinking' (*winner of the Grand Jury Award for Narrative Film at SXSW)*
- 'Twinless'(*winner of the 2025 Audience Award at Sundance)*
- 'Pig' starring Nicolas Cage (*2021 theatrical release and winner of the Best First Screenplay at the Independent Spirit Awards)*

She is set to have Aaron Katz's latest film, 'Are We Cool' and Amazon Prime's first season of 'Criminal' premiere in late 2026.



Kristina Haddad, Writer/Lead

Kristina is an acting coach, actor and writer with over 30 years of experience in film, television, voiceover and theater.

Credits include:

- Adam Sandler's "You Don't Mess with the Zohan"
- Sketch performing on "Late Night with Conan O'Brien"
- Appearances in TV and film projects and a long list of award-winning independent films (Sundance, AFI).

Most recently she performed the role of Lauren in Joma Films SAG feature *'Pelican'.* in the role of Cassie in the SAG feature *'Dead Deer High'* directed by Jo Rochelle (SXSW); Borderworld studios' feature "We Remain" and the indie feature *'The Mural.'*

Shortly after the death of her husband Brett she found The Alliance of Hope for Suicide Survivors, a non profit dedicated to helping those who have lost loved ones to suicide. She has since been involved as an online forum steward and for the last two years has become a co-facilitator for their "Finding Your Way" program for woman who have lost partners/spouses to suicide. More on Kristina can be found on her website: kristinahaddad.net.



J. Todd Harris, Executive Producer

J. Todd Harris is the founder and president of Branded Pictures Entertainment, based in Los Angeles. He has produced or executive produced 70 films, including The Kids Are All Right, Trial of the Chicago 7, and Bottle Shock.

His films have been nominated for Academy Awards, Golden Globes, and Spirit Awards and have participated in film festivals, including Cannes, Sundance, Berlin, and Toronto.

He's a 27-year member of the Motion Picture Academy. His stage productions include Heathers The Musical, Buena Vista Social Club, Doctor Zhivago and American Psycho.







Financials / Ways to Support

Clean Up on Aisle 9 is projected to be produced for a very modest $300,000 budget in 20 days. The film will be capitalized by a combination of equity, tax-deductible donations, crowd-funding and Oregon tax credits.

Tax Deductible Donations: The non profit, Brett's Bass Fund (BBF) serves as our fiscal sponsor, allowing charitable donations made in support of our project to be tax-deductible. BBF will manage the donations pro-bono, so *100% of the donations will go to the film.* But your donation will do even more. After investors in the film are paid back, Brett's Bass Fund will recoup its funding of the project, which will then go back to the Fund to support its mission. *So you will be supporting the film and the work of BBF, providing music scholarships to those in need.*

Investment: *Please reach out* if you are interested in participating as an equity investor in the film. Terms for equity investors are return of capital plus 20% and then 40% of the film's profits. Expect the net equity cost of the film to be under $200,000.

Crowd-Funding: The film will undertake a crowd-funing campaign to fill in the last 10-20% of its budget. Details coming.

About Brett's Bass Fund: Established to honor renowned Bass player, Brett Rothfeld, the mission of Brett's Bass Fund is to provide resources to aspiring bass players who may not have the resources or support to learn. Through a nomination process they award scholarships to those who desire to learn bass - no matter the age.

Partners/Letters of Support

We are grateful to have the support and partnership with organizations that work to support the grieving, widow and suicide communities.

DOUGY CENTER | The National Grief Center for Children & Families

CONNECTION
Widows Helping Widows Rebuild Their Lives

Please click here to access letters of support for Cleanup on Aisle 9

Based on U.S. Census Bureau data, there are roughly 11–11.5 million widowed women and about 3–3.5 million widowed men in the United States, for a total of around 14–15 million widowed people overall.

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Scan below to visit our website or

go to www.cleanuponaisle9.org

Thank you!