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The Poster Child

TV Series
(Based on a True Story)

Created & Written by
TJ Mancini and Shashank Mishra

Logline: In 1935, Hessa Levinsons becomes the poster child for the “perfect Aryan baby.” Unbeknownst to the Nazi party—she is Jewish.

Synopsis: *The Poster Child* is a four-episode Limited TV Series. It follows the Levinsons as they escape Germany through Latvia, France, Portugal, Cuba and finally the United States. Based on a true story, *The Poster Child* is a gripping and emotional journey of survival, sacrifice and resilience.

In 1935 Berlin, Jacob and Pauline Levinsons, loving Jewish parents of two daughters, Hessa (8) and Noemi (6), endure the cruel ascent of the Nazi party. Their ordeal begins when a photographer clandestinely enters Hessa’s baby picture into a competition for the perfect Aryan baby. Hessa wins and becomes the face of Nazi propaganda. Hessa’s photo quickly spreads across Germany on a plethora of posters, magazine covers, and postcards.

Jacob and Pauline fear the Nazis will discover Hessa’s Jewish identity. This secret puts the family in mortal danger. Commander Richter, an ambitious Gestapo officer, confirms the truth about Hessa. Millions gather to hear Hitler speak, as the Levinsons are forced to escape Germany. Hessa’s personal flight begins a journey which ends years later when she reaches America and tells the world she is the Poster Child.

CHARACTERS

Hessa Levinsons (1 month to 70s): Jewish daughter and the Nazi poster child. (Julia Butters, Maya Bednarek)

Jacob Levinsons (30s-80s): Father, ex-opera star. He wants to keep his family safe. (Michael Fassbender, Cillian Murphy, Bradley Cooper, Ryan Gosling)

Pauline Levinsons (30s-80s): Mother. She tries to keep the family together, while on the run. (Emily Blunt, Gal Gadot, Bar Paly, Alicia Vikander)

Noemi Levinsons (1 month to 60s): Youngest sibling. Naïve to her family’s plight. (Nicolette Pierini, Brooklynn Prince)

Gerta (20-60s): The Levinsons caretaker. Devoted to the family, she escapes with them to Cuba.

Helmut Richter (30s): Ambitious Nazi officer in pursuit of the Levinsons. (Austin Butler, Max Ryan, Harry Stiles, Aaron Taylor-Johnson)

Heronimus (50s): Jacob’s business partner. He helps the Levinsons leave Berlin. (Christoph Walz, Mark Strong, Mark Rylance)

René (50s): French resistance fighter who brings the Levinson to Lisbon. (Vincent Cassel, Danny "A" Abeckaser, Dominic West)

Dr. Levy (60s): He learns Hessa, a Jewish girl, is the poster child. (Jeremy Irons, Ralph Fiennes)

Directors: Ron Howard, Tom Hooper, Guy Nattiv, Stephen Daldry, Kathryn Bigelow, Lasse Hallstrom