



HOW THE

BUNNY

CAME TO BE...

Inspired by family holiday traditions, three women, Jennifer Diehl, Shauna Murray, and Lisa Rettino, founders of Just Three Chicks, LLC, debuted their first children's book and stuffed animal, "Bunny with the Basket & the Golden Egg".





It all began while celebrating Christmas Eve together. They were discussing their favorite memories of holiday gatherings and began talking about Easter. Each had their own version of things they enjoyed doing with their kids - hiding eggs, writing notes to the Easter Bunny, and adorable stuffed animals that came out just in time for Easter.

Taking into account each of their traditions, a new tradition was born!





THE

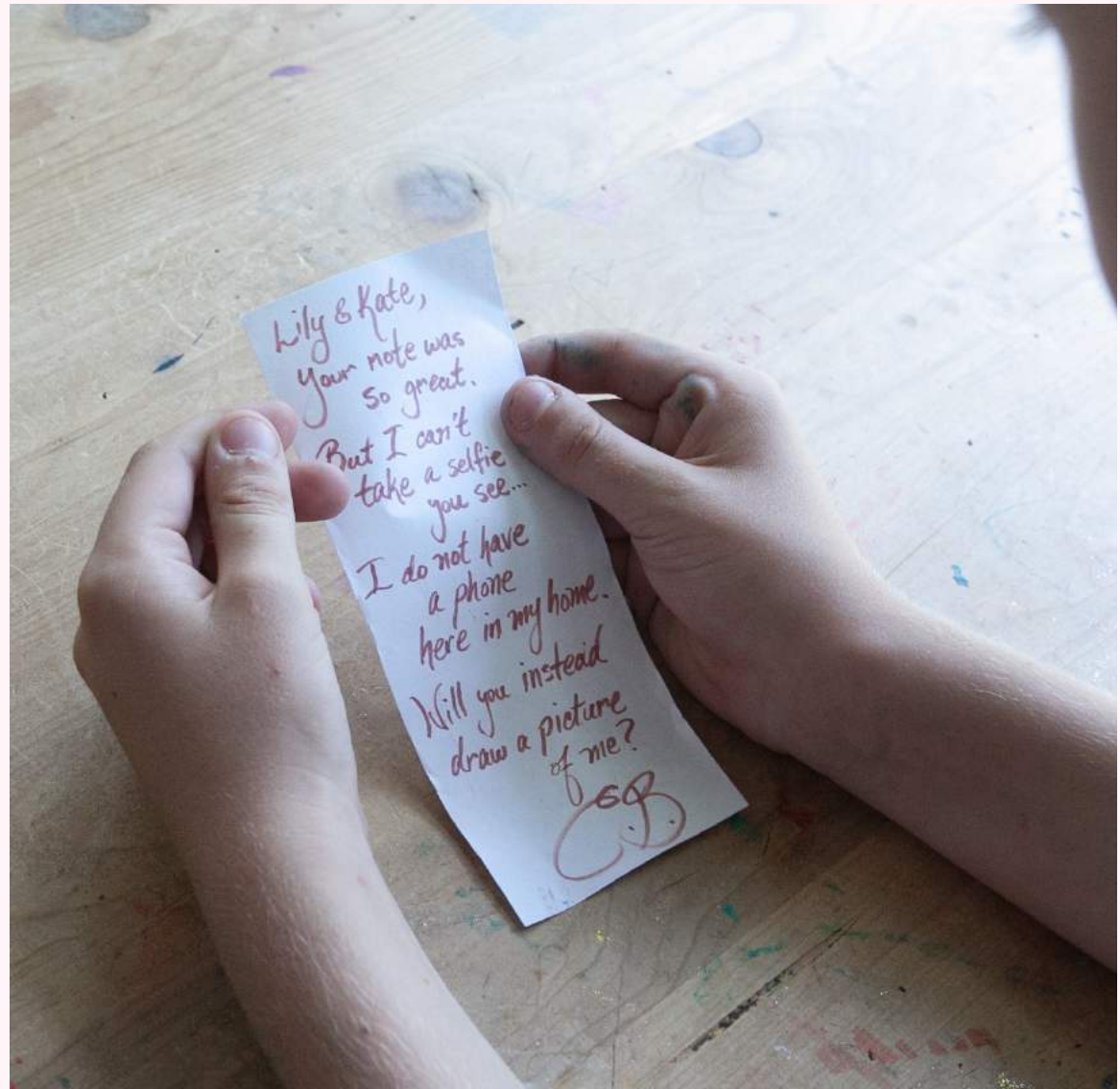
PLOT

THICKENS...



“Bunny with the Basket & the Golden Egg” is a children's Easter story with an interesting twist. The story opens with Santa Claus sharing his notes on all the children of the world...with the Easter Bunny. With information in hand, the Easter Bunny then sends his bunny helpers, "Bunny with the Basket", to children's homes approximately 12 days before Easter...

The bunny helpers carry a golden egg. The children have an opportunity to communicate with the Easter Bunny for several days leading up to Easter by placing notes inside the golden egg. Each night the bunny helper delivers the notes to the Easter Bunny and the Easter Bunny writes back.





To make things fun, when the bunny helper returns from Easter Village each night, he hides the egg in a different spot. Each morning the kids awake to their very own golden egg hunt! The Bunny with the Basket reports the children's behavior to the Easter Bunny, and if they have been good, they wake up on Easter Sunday to a basket of goodies!

But it doesn't end there. Once Easter is over, Santa Claus pays a visit to the Easter Bunny. Now it's the Easter Bunny's turn to share HIS notes.





BUNNIES
ON THE SCENE...

In its debut year, “The Bunny with the Basket and the Golden Egg” sold at 25+ stores in New York and New Jersey along with personal appearances at family events leading up to Easter Sunday.







AWARDS:

- 2015 IPPY silver award
- 2015 Moonbeam silver award



BUNNIES

MAKING NOISE...

"Move over 'Elf on the Shelf', I just found 'The Bunny with the Basket!' It's adorable. Same concept. So cute for Easter!"

-DANIELLE MONARO Z100 RADIO PERSONALITY

luxury living

Hop to it at the library!

Authors of 'The Bunny with the Basket' making several local stops

LIZ DENNERLEIN
@LIZDENNERLEIN

Treat your child to a special reading of the popular children's book "The Bunny with the Basket & the Golden Egg" this March when the Monmouth County authors make special stops throughout New Jersey. Authors Jennifer Diehl, Shauna Murray and Lisa Rettino will host readings at Monmouth County Library Eastern Branch in Shrewsbury at 2:30 p.m. on March 15, Sea Girt Learning Express Toys at 10:30 a.m. on March 22, and the Atlantic Highlands Library at 3:15 p.m. on March 26.

The book is about the Easter bunny's little helpers who are each called "Bunny with the Basket." The bunny helpers report back to the Easter bunny about the children's good behavior and in return they're rewarded with a basket of goodies. The book will be available for purchase at each of these readings.

Children can also expect a visit from the Easter bunny. For more information, visit bunnywiththebasket.com.



Here's a page from the children's book "The Bunny with the Basket & the Golden Egg."

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Asbury Park Press

Book Corner 51

3 Chicks: Jennifer Diehl, Shauna Murray & Lisa Rettino Create "The Bunny With the Basket & the Golden Egg"



Jennifer Diehl, Shauna Murray & Lisa Rettino

BY GENA ANSELL-LANDE
What do you get when you combine the talents of three local Moms, an adorable bunny and a talented illustrator? Just in time for Easter it's, "The Bunny with the Basket & the Golden Egg." Written by Jennifer Diehl, Shauna Murray and Lisa Rettino, the story introduces an innovative new tradition to add to the way we celebrate one of our most loved holidays.

The three girls created their LLC called "Just 3 chicks" and developed an adorable stuffed bunny holding a golden egg, which is sold with the book. The story is about an Easter bunny that sends one of his bunny helpers to your home to "watch" over your family twelve days before Easter. He carries a golden egg inside of his basket, which is the carrier

returns he hides the egg in a different spot each time. So for the 12 days leading up to Easter the kids wake up to their very own Golden Egg hunt. There is one more important caveat: this helper bunny will be "reporting" back to his boss about the children's behavior (think Elf on the Shelf) and if they have been good, then Easter morning will be filled with a bounty of goodies.

The "chicks", all from Rumson share a love of the Easter holiday. The idea was hatched while celebrating Christmas Eve together last year. Jen adds, "We were discussing our family traditions and how to make Easter even more exciting for the kids."

Brian Meulener is the illustrator behind the adorable bunny. "Meeting Brian was pure serendipity. I had worked for an ad agency in California and my boss from that time now owns an agency in New Jersey. She used to work with Brian and highly recommended him for our project," adds Lisa. As fate would have it, Brian happens to live right around the corner in Little Silver. The women



THREE CHICKS CREATE "THE BUNNY WITH THE BASKET & THE GOLDEN EGG"

What do you get when you combine the talents of three local moms, an adorable bunny, and a talented illustrator? Just in time for Easter, it's "The Bunny with the Basket & the Golden Egg." Written by Jennifer Diehl, Shauna Murray, and Lisa Rettino, the story introduces a new and innovative tradition to add to the way we celebrate one of our most loved holidays.

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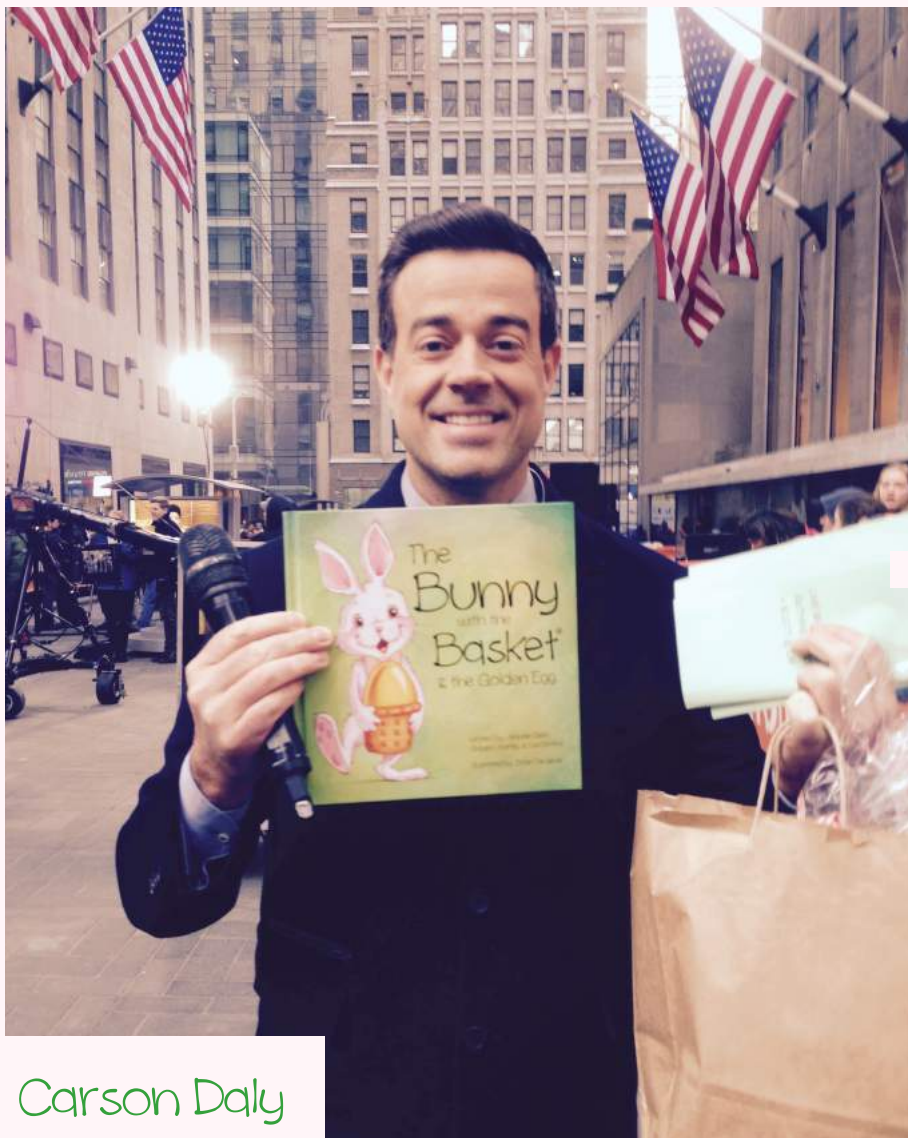
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Mo Willems



Alicia Keys



PRODUCT
INFORMATION...



The Bunny with the Basket is an interactive tool in two ways:

1. children will revel in hunting for the golden egg.
2. they will enjoy receiving notes from the Easter Bunny, with an opportunity to write back!

The kit is not only interactive, but includes a beautifully written story with stunning illustrations and an adorable Bunny Helper.

Bunny with the Basket is designed for ages **3 and up.**



THE KIT INCLUDES:

- Beautifully illustrated hardbound children's book
2015 IPPY & Moonbeam Silver Award Winner
- Plush bunny (an Easter Bunny helper)
All new material, 100% polyester
- Golden egg (to transport messages to and from the Easter Bunny)
Injection dyed polypropylene

SPECS:

ISBN: 9780991532506

KIT: 14.5" w X 9.5" h X 4" d; 1lb 10 oz.

CASE PACK: 6/case

CASE SIZE: 20.5" w X 14.5" h X 13.5" d; 14lbs

MSRP: \$29.95

WHOLESALE COST: Contact Us

WEBSITE: bunnywiththebasket.com





Authors, Moms & Friends: Jennifer Diehl, Shauna Murray, & Lisa Rettino



ABOUT THE AUTHORS

(left to right)

LISA RETTINO is a former pharmaceutical advertising executive and currently is a free-lance account person. She spends her free time volunteering at her daughters' elementary school.

JENNIFER DIEHL is a former teacher and presently involved in volunteer work for a number of organizations such as The Foundation to Save the Jersey Shore, Monmouth Park Charity Fund, and Junior League, to name a few.

SHAUNA MURRAY formerly worked as a professional in the insurance and financial service industry and is currently working on a consultative basis. She's dedicated to raising her daughters and is active in volunteerism at their school.

just 3 chicks

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