



**CAPTAIN  
CANNABIS**

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# FACT SHEET

## 420 FACTS

**Origin** - The idea of the storyline began in the 70's when Verne Andru was starting out as a comic book illustrator hanging around the Captain Canuck studio.

**Copyright** - Verne received an official certificate from the Government copyright office dated April 20, 1977 (4/20/77) for his Captain Cannabis character. This makes Captain Cannabis the earliest verifiable and documented correlation between 420 and the cannabis culture.

**Theme** - While principally a science fiction story, '420' is a blend of science fiction, dark comedy and gritty realism. It's a nod to 'Creech and Chong,' 'The Fabulous Furry Freak Bros.' and 'Fritz the Cat.'

**Plot** - The series is unique... it follows the adventures of a down-and-out roadie, Hal Lighter as he gets caught up in the middle of an extra-dimensional turf war over the planet Earth in his attempts to win the favor of his desire, Marion Jones.

**Statement** - 420 is about a superhero that's about as far from politically correct as you can get.

**Career** - Verne Andru's career spans more than 30 years working in the entertainment industry as animator, illustrator and designer.

**Concept** - Written as a feature-length animated film for mature audiences, the story unfolds over 13 books.

**Technology** - The production process is leading edge. As the creator explains, 'I wanted to create a story experience that uses the best of all modern media – web, print, games and film – not something created for one, then conformed to fit on the others.'