

BLACK FRIDAY MASSACRE

By Stephen Montagne & Jason Slawson

Logline: Only Black Friday sales and a documentary news crew can save family-owned Rigley Super-Mart from extinction.

After a crate falls from the ceiling and crushes a minimum wage employee of the Rigley Super-Mart of Kansas City, PRESTON RIGLEY (*think Jon Hamm) is forced to deal with the fallout. In a strategic move to place a positive spin on his family's business and reputation, he agrees to be the subject of a 24-hour cable news network documentary program – spearheaded by news media darling and television personality KATHLEEN CORRIGAN (*think Kathryn Hahn).

Meanwhile, Preston's cousin, BARTON RIGLEY (*think Danny McBride), has other plans in mind for the direction of the Rigley brand, which is essentially to recreate it in Walmart's image. Preston fights to protect his employees from Barton, while coping with his family dynamic that involves his over-sexed teenage daughter, his introvert teenage son, his emotionally detached wife and his eccentric older sister. Most importantly, he wants to honor his deceased mother's dying wish, which was to do right by the families that shop at the chain of Rigley-Mart stores.

The sudden "*unfortunate*" demise of the Rigley Super-Mart employee couldn't have come at a worse time for the Rigeleys as a group of big-box store corporate heavies, led by Barton's arch nemesis TOM DUGAN (*think Will Ferrell), has arrived in town to court a local politician and scope out a potential location for their competing supercenter.

Barton grows ever more tyrannical by treating the Rigley Super-Mart employees as if they're privates in a fascistic retail army and he's the retail equivalent of Mussolini. He's accompanied in this task by two ex-Marine security guards – who occasionally have flashbacks to their time spent in Iraq. There's also the matter of the pot smoking ragtag "Indie" documentary film crew, newly arrived from Oakland, to tell the *real* story of the Rigley Super-Mart, as opposed to the fluff piece being done by Kathleen – who's developed a schoolgirl crush on Preston.

All the while, a mysterious, unidentified character keeps stockpiling guns and ammo at gun shows and occasionally shows up at the Rigley Super-Mart to let Preston know he's always somewhere close by, watching.

Mayhem eventually breaks out when, at midnight on Black Friday, the unidentified character (who turns out to be the crushed employee's younger brother) chains the store's doors, locking all of the incensed midnight shoppers out, and proceeds to take out all of the merchandise in the store with machine gun fire while the tune of Bruce Springsteen's: "*American Land*" (from "*Wrecking Ball*") plays in the background.

Our tale ends six months later with Preston's final interview from Los Angeles, where he's moved his family to embark on a less *controversial* career: an executive at a pharmaceutical company.