

BLEACH is a Japanese shōnen manga series written and illustrated by Tite Kubo. Bleach follows the adventures of Ichigo Kurosaki after he obtains the powers of a Soul Reaper (Shinigami, literally, "Death God") — a death personification similar to the Grim Reaper — from another Soul Reaper, Rukia Kuchiki. His newfound powers force him to take on the duties of defending humans from evil spirits and guiding departed souls to the afterlife. - Wikipedia

Jason Hoffs is the Head of Production for VIZ Productions. He has been working in the film industry for over two decades. He recently participated in an interview with Deb Aoki to discuss how the live-action project came together. A process that began all the way back in 2008. He also used this opportunity as a way to alleviate concerns that many fans of Bleach have about the Hollywood version. Q: Now that Warner Brothers has acquired the rights

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