

**MIDNITE MOVIE MAMACITA UNLEASHES ANIMATION  
MADNESS OF MAX FLEISCHER ON CHANDLER CINEMAS!!!**

**70<sup>th</sup> anniversary screening of restored *Gulliver's Travels*, vintage Betty Boop, Popeye, Superman cartoons highlight Memorial Day Weekend classic animation extravaganza**

Phoenix AZ—April 24, 2009

Memorial Day Weekend, the Midnite Movie Mamacita takes classic animation to the Max--Max Fleischer, that is.

Fleischer was the pioneering animation auteur whose wildly bizarre, sexy, expressionistic and frequently dark cartoons of the Thirties were at the opposite end of the Disney “cute” spectrum. Today best known for his timeless Betty Boop and Popeye cartoons, Fleischer will be honored with a complete program of some of his studio’s most remarkable work, screening at the Chandler Cinemas on May 22, 24 and 25.

The highlight of the tribute is a Valley exclusive, the 70<sup>th</sup> anniversary reissue of 1939’s *Gulliver’s Travels*, the studio’s first full-length feature—and (after *Snow White and the Seven Dwarfs*) only the second animated feature ever produced in this country.

Unseen theatrically for decades, this curio was a big departure from previous Fleischer fare. In an obvious attempt to cash in on the Disney hit, the studio wedded realistic rotoscope animation (a process in which live-action film is traced onto animation cels) with a far cuddlier version of its fancifully gritty trademark animation. A visual treat in spite of its atypical stylistic schizophrenia, the Fleischer epic will be screened in a new 35mm print that restores the glory of the film’s original three-strip Technicolor original.

Rounding out the program will be rare theatrical screenings of a trio of the Fleischer Studio’s most enduring shorts:

*Betty in Blunderland* (1934) stars Betty Boop in a surreal retelling of *Alice in Wonderland*; the cartoon's loony LSD-like imagery made it a perennial favorite with stoner midnight movie audiences of the Sixties and Seventies.

*Popeye the Sailor Meets Ali Baba's Forty Thieves* (1937) casts the salty sea-farer as the hero of the Arabian Nights fantasy, with Olive Oyl, Wimpy and Bluto in supporting roles. A lavish color two-reeler (at 18 minutes, more than three times the length of standard cartoons), the animated extravaganza was so popular it often received top billing over the main feature film during its original release.

*Superman: The Mechanical Monsters* (1941) is an early entry in the studio's 17-cartoon Technicolor series based on the comic book hero. This nearly dialogue-free episode utilizes a striking *art moderne* style (reminiscent of the silent classic *Metropolis*) to tell the story of flying robots terrorizing the populace of that *other* Metropolis.

*Show times: Friday May 22nd, Sunday May 24th and Monday May 25<sup>th</sup> 1pm, 3pm, 5pm, 7pm & 9pm*

*Note: The Max Fleischer Festival will **not** be screened Saturday May 23. Instead, please join us for the Saturday-only **Bad Bugs Bunny**, a collection of suppressed vintage Warner Bros. cartoons presented by film historian Dennis Nyberg. See website for times and details.*

*Admission is \$8. The Chandler Cinemas are located at 2140 N. Arizona Boulevard, Chandler (behind Target), 480-821-1605*

[www.midnitemoviemamacita.net](http://www.midnitemoviemamacita.net)