



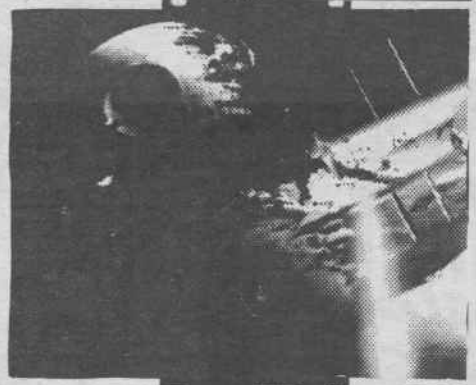
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arts entertainment

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MOVIES

STAR WARS™



|jamie attanasio|

A long, long, time ago (20 years), in a galaxy far, far, away (your local cineplex), a film was released that turned Hollywood on its ear and revolutionized the way and reason movies are made. The movie is *Star Wars*, and on January 31 it will be re-released complete with over four minutes of new footage and spruced-up visual and sound effects. With a reported cost of \$15 million to revise the movie and another \$20 million for advertising, the fourth highest grossing movie ever is sure to be financial blockbusters.

For those who may have forgotten or never known of the story, the premise for the Star Wars Trilogy is the basic battle of good and evil. The Rebels, led by Luke Skywalker, Han Solo and Princess Leia, match wits and firepower with the Galactic Empire's Emperor, Darth Vader and army of Stormtroopers. A collection of droids and extraterrestrial creatures combine with large fleets of X-Wings, Star Destroyers and Tie Fighters to play a major role in creator George Lucas' "space opera" and become one of the most successful movie series ever.

A recent merchandising blitz has accompanied the hype surrounding the Star Wars Special Edition. A new line of action figures has been released, as well as video games, board games, books, clothing, and all the other hoopla that surrounds a major motion picture. Corporations such as Pepsi, Taco Bell and Pizza Hut will be in on the action as well, putting up huge sums of money to be associated with *Star Wars*.

All of this excitement and commotion is not only to celebrate 20 years of Star Wars, but to prepare audiences for the release of a new set of "prequels," set 40 years before the action in Star Wars. They will reportedly center around the relationship and adventures of a young Obi-Wan Kenobi and Anakin Skywalker, or Luke's father, who was lured to the Dark Side and transformed into Darth Vader. According to Lucas, the new trilogy will have a darker, more sinister feel to them than the first three.

Whatever the tone of the next three films, they're sure to be huge hits, just as their predecessors. The Star Wars Special Edition will undoubtedly regenerate a hibernating interest in one of the great pop culture phenomenons in the 20th century, whetting fans' appetites for the next series of space opera adventures. ★

WITH A HANDFULL OF PREQUELS

IN NEGOTIATION,

GEORGE LUCAS AND COMPANY

will re-release his box-office smash trilogy

sending american culture
into a mind-bending

DEJA VU

SPECIAL THE STAR WARS TRILOGY EDITION

mucho DINERO

BOX OFFICE MONEY MAKERS

based on gross box office ticket sales

STAR WARS	THE EMPIRE STRIKES BACK	RETURN OF THE JEDI
\$322,740,374	\$223,582,871	\$263,734,642

COUNT DOWN
to release dates

STAR WARS	TODAY Jan 31
THE EMPIRE STRIKES BACK	21 DAYS Feb 21
RETURN OF THE JEDI	42 DAYS Mar 7

info courtesy www.starwars.com