

# Latest 'Scary Movie' better effort

Continued from page 1D year.

"Scary Movie 3" was a lesson in resurrecting a declining franchise. Created by the Wayans brothers, "Scary Movie" was a surprise hit in summer 2000, with a total gross of \$157 million. Their "Scary Movie 2" the following spring smacked of a rush job and did less than half the business of its predecessor.

Miramax, whose Dimension banner releases the "Scary Movie" flicks, tapped David Zucker, part of the team behind the disaster-film spoof "Airplane!" and the police parody "The Naked Gun," to direct "Scary Movie 3."

The audience was mainly younger than 25, but Zucker's involvement helped bring in older adults, Miramax co-founder Bob Weinstein said.

"David Zucker almost semi-invented this genre," Weinstein said. "You have those people who loved 'Airplane!' but said, ah, 'Scary Movie,' that's not for me, then going, oh, Zucker's doing it?"

Miramax also broadened the audience to younger teens by toning down the raunchy sight gags, holding "Scary Movie 3" to a PG-13 rating. The first two "Scary Movie" installments were rated R.

"The traditional wisdom is you don't mess with a franchise formula because you run the risk of alienating the core audience," said Paul Dergarabedian, president of box-office tracker Exhibitor Relations. "In this case, the combination of retooling it and making it more accessible with a PG-13 rating was a perfect combination."

Zucker is returning to direct "Scary Movie 4," due out late next year, Weinstein said.

Disney's latest animated flick, "Brother Bear," debuted impressively in limited release, taking in \$285,000 in two New York City and Los Angeles the-

aters. The movie, which features the voice of Joaquin Phoenix as an Inuit boy seeking to undo misdeeds that have transformed him into a bear, opens in wide release of about 3,000 theaters this coming weekend.

Also opening strongly in limited release were Jane Campion's dark murder thriller "In the Cut," starring Meg Ryan, and Gus Van Sant's "Elephant," featuring a group of unknown teen actors in a drama loosely inspired by the Columbine school shootings.

"In the Cut" took in \$95,000 at six theaters. "Elephant," the top prize winner at last spring's Cannes Film Festival, grossed \$90,000 in six theaters.

Estimated ticket sales for

Friday through Sunday at North American theaters, according to Exhibitor Relations Co. Inc.

Final figures will be released Monday.

1. "Scary Movie 3," \$49.7 million.
2. "The Texas Chainsaw Massacre," \$14.7 million.
3. "Radio," \$14 million.
4. "Runaway Jury," \$8.4 million.
5. "Mystic River," \$7.6 million.
6. "The School of Rock," \$6.5 million.
7. "Kill Bill - Vol. 1," \$6 million.
8. "Good Boy!," \$4.85 million.
9. "Intolerable Cruelty," \$3.6 million.
10. "Under the Tuscan Sun," \$2.2 million.

**THE CAROLINA RENAISSANCE FESTIVAL & ARTISAN MARKETPLACE**  
 SEVEN FANTASTIC WEEKENDS • SATURDAYS & SUNDAYS  
 OCT. 4<sup>th</sup> thru NOV. 16<sup>th</sup> ADVANCE TICKETS AT Harris Teeter  
 Opening 10:00 a.m. - Closing at 5:30 p.m.

HUNDREDS OF COSTUMED CHARACTERS!  
 JOUSTING TOURNAMENTS!  
 EARTHQUEST BIRDS OF PREY!  
 8 STAGES OF MUSIC & COMEDY!  
 A FEAST FIT FOR A KING!  
 THE WORLD'S LARGEST ROCKING HORSE!




WINSTON-SALEM GREENSBORO  
 STATESVILLE KANNAPOLIS  
 Renaissance Festival, CONCORD RD.  
 HUNTERSVILLE CONCORD  
 CHARLOTTE MOTOR SPEEDWAY  
 FREE PARKING COURTESY OF HARRIS TEETER

FESTIVAL INFO (704) 896-5544 OR TOLL FREE (877) 896-5544 • www.renfestinfo.com



Small business owners are part of our electric co-op.

North Carolina's electric cooperatives



## COCA-COLA "ATHLETE" OF THE MONTH Horlisha L. McKinney

Fourth Grader,  
 First Ward Elementary School



**Aspirations:**  
 To attend college  
 and become a teacher

Our 9 year old "Athlete of the Month," Horlisha McKinney, is energetic, lots of fun and gets along well with everyone. Even though our little athlete is in her first year cheering for PAL, she is not only precise, but innovative and dedicated to accuracy. Recently her squad participated in a cheering competition at Grady Cole Center where she was awarded a trophy for her performance. This week Horlisha's squad will cheer for the PAL Optimist Bowl at Memorial Stadium.

Dedicated to academics as well, Horlisha makes sure her homework is completed before going to cheerleading practice. Mrs. Berkley is Horlisha's favorite teacher at First Ward Elementary, but she admits that Mrs. Pastercholk from third grade still holds a special place in her heart. Horlisha's favorite subjects are English and gym.

When not in school she enjoys playing a variety of sports, and taking care of smaller children.

Horlisha is the youngest of three children born to Horace McKinney and Lucinda Sings. She has an older sister, Horetha, and an older brother, Horatio. She attends God's Messenger Ministry Crusade For Jesus Christ Church where she is very active in children's ministries.

**Best Wishes "Horlisha" From Coca Cola Bottling Company Consolidated of Charlotte**



*Coca Cola Real*

**"If you don't recognize your family on the Booth Playhouse stage, you're simply not paying attention to either the show or your relatives....  
 A MUST-SEE!"**

- The Charlotte Observer



**JAR the Floor**  
 by Cheryl L. West

A play about the common threads of life that bind four generations of African American women.

\*Recommended for mature audiences.

**FINAL WEEK! NOW through NOV. 2**

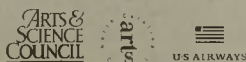
Starring  
**SUZANNE DOUGLAS**  
 from the current feature film "School of Rock" and TV's "The Parent 'Hood"



BUY YOUR TICKETS TODAY!

**www.charlotterep.org**  
**704-372-1000**

Group Discounts Available: 704-379-1380



Booth Playhouse, NC Blumenthal Performing Arts Center