



Four Decades After 'Jaws' And 'Star Wars', Spielberg & Lucas Still Kings Of Box Office

In a tradition that started in 1977 when Star Wars overtook Jaws as the domestic box office champ, besties Steven Spielberg and George Lucas have taken out trade ads congratulating each other when one manages to topple the other's reigning B.O. record.

After that first ad, Lucas took one out Spielberg for E.T.'s emergence over Star Wars in 1982, but then Spielberg had a caricature of E.T. crowning R2D2 when a rerelease of the space epic overtook E.T. When Titanic beat them both in 1998, Lucas returned the favor to the newest

member of this exclusive club, James Cameron, with a very colorful George-Lucas-and-Steven-Spielberg ad showing all the Star Wars characters going down with the ship. Cameron never took out an ad congratulating himself when Avatar sank Titanic in 2010.

This week, Marvel has gotten into the game by changing the rules a bit: The studio company created an ad showing the T-rex of Jurassic World ferociously hovering over the cast of The Avengers, after executive producer Spielberg's Amblin production — a third sequel to his original

1993 classic — took the crown from Avengers for the best-ever domestic and worldwide opening weekend. So now it seems to be about not just all-time box office champs but all time box office openings.

In a galaxy not that far far away, your mentee, J.J. Abrams, is about to join the club when his reboot of Star Wars opens December 18. And of course, that likely record-breaker is thanks to the creation of none other than your buddy Lucas, who started this whole cycle. Some even are speculating that Star Wars: The Force

Awakens could score the first billion-dollar global box office weekend.

It is rather remarkable, as the world celebrates the 40th anniversary of the opening of Jaws — it bowed on June 20, 1975 — that the Jedi masters of the modern box office blockbuster are still around four decades later and responsible for shattering each other's records in one way or another. And that kind of longevity of capturing the movie going public's imagination is a record that likely never will be broken.

Source: THE INTERNET



COMING SOON

THAT SUGAR FILM

HOW DEADLY IS SUGAR, REALLY?

That Sugar Film is one man's journey to discover the bitter truth about sugar. Damon Gameau embarks on a unique experiment to document the effects of a high sugar diet on a healthy body, consuming only foods that are commonly perceived as 'healthy'. Through this entertaining and informative journey, Damon highlights some of the issues that plague the sugar industry, and where sugar lurks on supermarket shelves. The documentary is slated for release on 17 July 2015. Damon Gameau's playful exploration of this crucially important subject is a big wake-up. He packages it in a palatable, family-friendly form, the

perfect counter-punch to the food industry's current marketing of sugar. Gameau follows in the footsteps of Morgan Spurlock's gonzo doco, *Supersize Me*, where Spurlock offered himself as a guinea pig to look at a diet of Maccas. Here, Gameau puts his body on the line to look behind the health claims of fruit juice, flavoured yoghurt, muesli bars, breakfast cereal and more; a diet only of food marketed as healthy and natural but brimming with heaped spoonfuls of unwanted sugar. With food corporations more in denial than the tobacco industry, tell-tale signs are products marked 'lo-fat' or '100% natural'.