

The Museum of Modern Art

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DIRECTOR RICHARD FLEISCHER INTRODUCES BETTY BOOP TRIBUTE

On the occasion of the sixtieth anniversary of Betty Boop, film director Richard Fleischer introduces a program of the animated star's films at The Museum of Modern Art at 6:00 p.m. on November 9, 1990. Produced by his father, Max Fleischer, and created by the Fleischer Studios, these works are some of the most risque and experimental American animated films of the 1930s. The program, titled HAPPY BIRTHDAY, BETTY BOOP!, is also shown at 3:00 p.m. that afternoon.

Richard Fleischer directed *20,000 Leagues Under the Sea* (1954), *Fantastic Voyage* (1966), *Doctor Doolittle* (1967), and *Soylent Green* (1973), among other films. He is currently a creative advisor to the producers of *Betty Boop's Hollywood Mystery* (1990), an animated television special scheduled to be broadcast nationally in November, 1990.

Located in New York for most of its existence, the Fleischer Studios, run by Max Fleischer, produced popular animated films featuring characters such as Popeye, Ko-Ko the Clown, Betty Boop, and Superman. They are also known for their Screen Songs series, for which viewers were invited to sing along by following the bouncing ball. After nearly two decades of producing highly entertaining cartoons and remaining one of the top competitors in the business, the Fleischer Studios went out of business in 1942.

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For further information or film stills, contact Sarah Eaton, Film Press Representative, Department of Public Information, 212/708-9750.