

Walt Disney

Productions præsenterer

MUSEPATRULJEN

Bernard & Bianca

MED
DANSK
TALE



Preben Kaas . Susanne Bruun-Koppel . Claus Ryskjær . Helge Kjærulff-Schmidt . Jess Ingerslev
Sang: Wenche Myhre

Husk også **BERNARD & BIANCA** (Musepatruljen) på eventyrbånd

Film & Video Postens' for.



81 mm annonceanstryk



59 mm annonceanstryk



40 mm annonceanstryk

Pressecitater i 38 mm bredde til brug for off-set annoncer:

Disney's nye tegnefilm er noget, alle kan glæde sig til og over. Albatrossen er en genistreg. ★★★★★ Ekstra Bladet

En fryd for små og store. En rigtig tegnefilm. Politiken

Originalt og opfindsomt, morsomt og spændende. Igen en stor og prægtig oplevelse, leveret af Walt Disney's stab. Det er sådan, eventyr skal fortælles. Berlingske Tidende

Alt fortælles på samme tid graciøst og med afvæbnende humor, så voksne tilskuere kan mere sig saligt i selskab med børnene. ★★★★★ B.T.

COLUMBIA-FOX
Hauchsvej 13 · 1825 Frederiksberg C
Telefon 01 23 22 66

PRESSEMEDDELELSE

Efter den utroligt dyre og kunstnerisk ikke særlig vellykkede »Tornerose« i 1958 blev der en slags kunstnerisk skiftedag i Disney-studierne. Disney selv brugte i sine sidste år megen energi på forlystelsesparken Disneyland, og Wolfgang Reithman, der havde været tilknyttet studierne siden slutningen af 30'erne, fik overdraget et betydeligt ansvar for de lange tegnefilm. Efter Walt Disney's død i 1966 blev Reitherman ene-ansvarlig for disse films kunstneriske udformning. I de efterfølgende år skabte han en række vellykkede film, der alle havde stor succes hos publikum, og som også i mange tilfælde var kunstnerisk betydelige. I 1977 trak Reitherman sig tilbage fra sin kunstneriske lederstilling, og den sidste film, han signerede som producent og instruktør (dog med to medinstruktører) betegner karakteristisk nok en tilbagevenden til en mere gammeldags – eller om man vil – klassisk stil. Filmen er »The Rescuers«, og under den danske titel

»MUSEPATRULJEN« BERNHARD & BIANCA

har den repremiere dag, den i

»Musepatruljen Bernhard & Bianca« er historien om to tapre små mus, der bliver udsendt af Musenes Internationale Redningskorps (der naturligvis har til huse bag et panel i FN-bygningen i New York) for at redde en lille pige, der er blevet kidnappet af en frygtindgydende og ond kvinde, Madame Medusa, for at hjælpe hende med at finde en uvurderlig diamant, der ligger skjult i en hule i Louisianas sumpe. Filmen har i rigt mål de traditionelle Disney- ingredienser, humor, romantik og gys, og den har et broget og originalt persongalleri, hvor heltene – i modsætning til så mange andre Disney-film – er lige så markante og fantastiske som skurkene.

Det siger sig selv, at filmen ender lykkeligt, men inden det lykkes de to små mus at frelse den lille pige fra den grusomme Medusas kløer, må både de, deres hjælpere og pigen selv igennem en lang række nervepirrende, hæsblæsende og uhyggelige oplevelser. »Musepatruljen Bernhard & Bianca« er bygget over to børnebøger af forfatteren Margery Sharp, og filmen er instrueret af John Lounsbery, Art Stevens og, som allerede nævnt, Wolfgang Reitherman. Disney-veteraner som bl.a. Milton Kahl og Ollie Johnstone har været animators på filmen. Musikken er af Artie Butler. Som vanligt er filmen eftersynkroniseret med danske stemmer, bl.a. Preben Kaas, Susanne Bruun-Koppel, Kirsten Rolffes, Benny Hansen, Claus Ryskjær og Helge Kjærulff-Schmidt. Jesper Klein har instrueret.

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Disney's nye tegnefilm er noget, alle kan glæde sig til og over.
Albatrossen er en genistreg.

★★★★ Ekstra Bladet

En fryd for små og store.
En rigtig tegnefilm.

Politiken

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★★★★★ B.T.

Distribution: Columbia-Fox
Instrueret af: Wolfgang Reitherman,
John Lounsbery og
Art Stevens

Produceret af: Wolfgang Reitherman
Executive Producer: Ron Miller
Manuskript: Larry Clemmons og
Ken Anderson

Efter to bøger af: Margery Sharp
Musik: Carol Connors, Ayn Robbins og
Sammy Fain
Chef-animatører: Ollie Johnston, Milt Kahl,
Frank Thomas og Don Bluth

Dansk version: A/S Nordisk Films Studier
Instruktion: Jesper Klein
Musikalsk ledelse: Bent Fabricius-Bjerre
Lyd: John Nielsen
Danske sange: Wenche Myhre

ROLLELISTE:

Bernard	Preben Kaas
Bianca	Susanne Bruun-Koppel
Medusa	Kirsten Rolffes
Snus	Benny Hansen
Ellie Mae	Elin Reimer
Luke	Olaf Nielsen
Albatrossen Orville	Claus Ryskjær
Rufus	Helge Kjærulff-Schmidt
Penny	Nicla Ursin
Chairman	Björn Watt-Boolsen
Kommentator	Jess Ingerslev

Desuden forefindes støtteannonceanstryk på:
2 sp. × 120 mm
3 sp. × 180 mm

Censur: RØD
Filmens længde: 2055 meter
Trailer: RØD/60 meter
Widescreen – Farver



1 spaltet anmelderstryk



2 spaltet anmelderstryk

(Dansk titel)

BERNARD OG BIANCA

(Originaltitel)

The Rescuers.

(Nationalitet + år)

Arb. titel:

USA 1977.

Dist: Buena Vista.

P-selskab: Walt Disney.

P: Wolfgang Reitherman. Ex-P: Ron Miller.

P-leder: Don Duckwall.

Instr: Wolfgang Reitherman, John Lounsbery, Art Stevens.

Instr-ass: Jeff Patch, Richard Rich. (Dansk version: Instr:
Jesper Klein)

Stunt-Instr:

Manus: Larry Clemmons, Ken Anderson, Vance Gerry, Frank Thomas,
David Michener, Ted Berman, Fred Lucky, Burny Mattinson,
Dick Sebast.

Efter: fortællingerne "The Rescuers" og "Miss Bianca" af
Margery Sharp.

Foto:

Farve: Technicolor. Farve-kons: Al Dempster.

Format:

Klip: James Melton, Jim Koford.

P-tegn:

Ark: Don Griffith. Animation: Ollie Johnson, Milt Kahl, Frank
Thomas, Don Bluth, John Pomeroy, Cliff Nord-
berg, Andy Gaskill, Gary Goldman, Art Ste-
vens, Dale Baer, Chuck Harvey, Ron Clements,
Bob McCrea, Bill Hajee, Glen Keane, Jack
Buckley, Ted Kierscey, Dorse A. Lanpher,
James L. George, Dick Lucas.

Dekor:

Kost:

Sp-E:

Koreo:

(Dansk version: Musik: Bent Fabricius-Bjerre)

Musik: Artie Butler. Sange: "The Journey", "Rescue Aid Soc-
iety", "Tomorrow Is Another Day" af Carol Connors, Ayn Rob-
bins. "Someone's Waiting for You" af Sammy Fain, Carol Con-
nors, Ayn Robbins. Solist: Shel-
by Flint. "The U.S. Air Force"
af Robert Crawford.

Tone: Herb Taylor.

Medv:

(stemmer) Preben Kaas (Bernard), Susanne Bruun-Koppel (Bia-
nca), Kirsten Rolffes (Medusa), Benny Hansen (Snus), Elin
Reimer (Ellie Mae), Olaf Nilesen (Luke), Claus Ryskjær (Al-
batrossen Orville), Helge Kjørulff-Schmidt (Rufus), Nicla
Ursin (Penny), Bjørn Watt-Boolsen (Chairman), Jess Ingerslev
(Kommentator)

Længde: 77 min. 2055 m.

Censur: Rød.

Udl: Columbia-Fox.

Prem: 26, 12, 78 METROPA, ~~BA~~ BALLERUP,
RIALTO II, BIO TRIO

(Evt. bemærkninger)

Walt Disney
PRODUCTIONS PRÆSENTERER
en ny fantastisk tegnefilm

Bernard & Bianca



med dansk tale

PREBEN KAAS · SUSANNE BRUUN · KOPPEL
CLAUS RYSKJÆR · HELGE KJÆRULFF · SCHMIDT
JESS INGERSLEV · Sang: WENGHE MYHRE

Husk også
BERNARD & BIANCA
på plade og
musikkassette

TECHNICOLOR®

PRESSEMEDDELELSE:

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BERNARD OG BIANCA

og den har premiere dag, den

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Pressen skrev:

Disney's nye tegnefilm er noget, alle kan glæde sig til og over. Albatrossen er en genistreg.

★★★★ Ekstra Bladet

En fryd for små og store. En rigtig familiefilm.

Politiken

Originalt og opfindsomt, morsomt og spændende. Igen en stor og prægtig oplevelse, leveret af Walt Disney's stab. Det er sådan, eventyr skal fortælles.

Berlingske Tidende

Alt fortælles på samme tid graciøst og med afvæbnende humor, så voksne tilskuere kan more sig saligt i selskab med børnene.

★★★★★ B.T.

Instrueret af: Wolfgang Reitherman
John Lounsbery og Art Stevens
Produceret af: Wolfgang Reitherman
Mamuskrift: Larry Clemmons og Ken Anderson
Efter to bøger af: Margery Sharp
Musik: Carol Connors, Ayn Robbins og Sammy Fain

Dansk version: A/S Nordisk Films Studier
Instruktion: Jesper Klein
Musikalsk ledelse: Bent Fabricius-Bjerre
Lyd: John Nielsen
Danske sange: Wenche Myhre

ROLLELISTE:
Bernard Preben Kaas
Bianca Susanne Bruun-Koppel
Medusa Kirsten Rolffes
Snus Benny Hansen
Ellie Mae Elin Reimer
Luke Olaf Nielsen
Albatrossen Orville Claus Ryskjær
Rufus Helge Kjærulff-Schmidt
Penny Nicla Ursin
Chairman Bjørn Watt-Boolsen
Kommentator Jess Ingerslev

Censur: Rød
Længde: 2055 meter
Trailer: Rød/60 meter
Widescreen - Farver

Desuden forefindes støtteannonceliké på 3 sp. x 170 mm



Walt Disney PRODUCTIONS
ny charmerende stjernepar
REDNINGSMUSENE
Bernard & Bianca
TECHNICOLOR®

med dansk tale
PREBEN KAAS - SUSANNE BRUUN-KOPPEL
CLAUS RYSKJÆR - HELGE KJÆRULFF-SCHMIDT
JESS INGERSLEV - Sang: WENCHE MYHRE

90 mm annoncekliché



45 mm annoncekliché



20 mm annoncekliché

Pressecitater i 41 mm bredde til brug for off-set annoncer:

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COLUMBIA-FOX
Søndermarksvej 16 · 2500 Valby
Telefon (01) 172266



1 spaltet anmelderkliché



2 spaltet anmelderkliché



COLUMBIA-FOX



DISTRIBUTØR AF:
COLUMBIA FILM AS reg.nr. 12664
FOX FILM AS reg.nr. 10194
WALT DISNEY PRODUCTIONS

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Walt Disney Productions præsenterer

1977

BERNARD & BIANCA
(The Rescuers)

Distribution: Columbia-Fox

Instrueret af: Wolfgang Reitherman, John Lounsbery
og Art Stevens

Produceret af: Wolfgang Reitherman

Executive Producer: Ron Miller

Manuskript: Larry Clemmons og Ken Anderson

Efter to bøger af: Margery Sharp

Musik: Carol Connors, Ayn Robbins og Sammy Fain

Chef-animatorer: Ollie Johnston, Milt Kahl,
Frank Thomas og Don Bluth

Dansk version: A/S Nordisk Films Studier

Instruktion: Jesper Klein

Musikalsk ledelse: Bent Fabricius-Bjerre

Lyd: John Nielsen

Danske sange: Wenche Myhre

Censur: RØD

Filmens længde: 2055 meter

Filmens spilletid: ca. 75 min.

Oversættelse: Victor Skaarup

MFB aug. 77. S. 172

ROLLELISTE

Bernard.....Preben Kaas

Bianca.....Susanne Bruun-Koppel

Medusa.....Kirsten Rolfes

Snus.....Benny Hansen

Ellie Mae.....Elin Reimer

Luke.....Olaf Nielsen

Albatrossen Orville.....Claus Ryskjær

Rufus.....Helge Kjarulff-Schmidt

Penny.....Nicla Ursin

Chairman.....Bjørn Watt-Boolsen

Kommentator.....Jess Ingerslev

HANDLING

En flaskepost med en vigtig meddelelse driver ind i New Yorks havn. Her bliver den fisket op af tre mus og bragt til det internationale hovedkvarter for Musenes Redningskorps, der har til huse under FN-bygningen i New York. I Generalforsamlingens påsyn åbnes flasken, som viser sig at rumme et brev fra en vis Penny til Børnehjemmet Morgensol i New York. Penny er i frygtelig fare, fremgår det af brevet, og musene beslutter at hjælpe hende, som det jo er deres organisations opgave at gøre. Den yndige ungarske delegerede Bianca melder sig frivilligt til at løse opgaven, og til sin ledsager vælger hun Redningskorpsets portner, den frygtsomme og generte Bernard.

På børnehjemmet træffer de to mus den gamle kat Rufus, der kan fortælle dem, at Penny er en lille pige, som nu ikke er på hjemmet længere. Hvor hun er blevet af, ved katten ikke, men den kender da til en ond kvinde, en Madame Medusa, der har en pantelåner-butik, og som på et tidspunkt prøvede at komme til at adoptere Penny.

Musene iler til pantelåner-butikken, hvor Madame Medusa netop er på vej ud af døren. De prøver at skjule sig i hendes bagage, men i skyndingen bliver de rystet af. Forinden har de dog fundet ud af, hvor den fæle Medusa var på vej hen: til Djævlebugten i Louisianas sumpe. Bernard og Bianca får plads på det næste afgående fly fra Albatross Airlines, hvis direktør, pilot og maskine er forenet i albatrossen Orville, en dristig, men usikker flyver.

Efter de del genvordigheder når musene endelig frem til Djævlebugten. Her træffer de sump-folkene Luke og Ellie Mae, der lover at hjælpe dem. De ser også for første gang Penny, der netop prøver at stikke af fra Madame Medusa, men som hurtigt - sammen med sin elskede teddybjørn - bliver fanget af Madames to tamme, ondsksfulde krokodiller, Nero og Brutus, og slæbt tilbage til Madames skjulested, en gammel, grundstødt flodbåd. Her opholder Madame Medusa sig sammen med sin forvirrede assistent Snus. Det viser sig, at Madame Medusa har fået nys om, at der i en nærliggende pirathule skal ligge verdens største diamant, og da hulens indgang er så snæver, at kun et barn kan komme derned, har hun tvunget Penny til at hjælpe sig.

Den tapre guldsmed Evinrude hjælper Bernard og Bianca ud på flodbåden, og så kan deres endelige redningsaktion omsider begynde. Men de to mus og Penny og Evinrude og Ellie Mae og Luke skal gennem mange dramatiske begivenheder endnu, før de endelig kan triumfere over den onde Madame Medusa...

CINEMATEKET—FILMKLUBBEN PRESENTERAR

THE RESCUERS / BERNARD OCH BIANCA

Regi: Wolfgang Reitherman, John Lounsbery, Art Stevens

Manus: Larry Clemmons, Ken Anderson, Vance Gerry, Frank Thomas, David Michener, Td Berman, Fred Lucky, Burny Mattinson, Dick Sebast, efter berättelserna "The Rescuers" och "Miss Bianca" av Margery Sharp

Producent: Wolfgang Reitherman

Produktion: Walt Disney Productions, USA 1977

Animation: Ollie Johnston, Milt Kahl, Frank Thomas, Don Bluth

Musik: Artie Butler

Klippning: James Melton, Jim Koford

Scenografi: Don Griffith

Svensk redigering och regi: Doreen Denning

Svenska röster:

Hans Lindgren (Bernard)

Margareta Sjödin (Bianca)

Pernilla Glaser (Penny)

Meta Velander

Olof Thunberg

Jan Nygren

Lars Amble

Kerstin Dunér-Wolgers

Åke Lagergren

John Harryson

Jonas Bergström

Katarina Strandmark

Sture Eriksson

Claes Dieden

Gunnar Ernblad

Sångerna sjungs av Wenche Myhre

Längd: 75 min

"Bernard och Bianca är de senaste tillskotten i den långa rad av möss som framträtt i nu klassiska Disney-filmer. Först på plan var naturligtvis Musse Pigg (Mickey Mouse) som filmdebuterade redan 1928. /.../

Det dröjde 13 år — till 1941 — innan Timothy dök upp. Det skedde i den hjärtevarma DUMBO, där Timothy gjorde rollen som bäste vän till elefantungen med de jättestora öronen.

Ett par år senare var det nära att den knubbiga musen Gus stal föreställningen från den ljuvliga hjältinnan i ASKUNGEN /.../

Det är omöjligt att i detalj kartlägga den mängd av klipska och dumma, snabba och lata, snälla och elaka möss som förekommit i olika Disneyfilmer.

Ytterligare en må dock nämnas. Det är den detektivliknande franske musen Roquefort, utan var hjälpkatterna i ARISTOCATS aldrig fått vara med om det lyckliga slutet. Alltså en mus väl värd sin ostbit.

Bernard och Bianca har således många föregångare att leva upp till i sin mission att rädda Penny undan den elaka madam Medusa och hennes lömska alligatorer."

Henry Sidoli i Skånska Dagbladet, 17.11.1978

"I den här filmen är det kvinnorna som står för initiativ och handlingskraft, och mannen spelar genomgående andra fiolen. Bianca, som är en resolut överklassdam, drar med sig portvakten Bernard på äventyr. Medusas medhjälpare är en vimsig fjolla till karl, och hos träskfolket tar frun i huset kommandot över sin godmodige suput till man.

Tidsriktiga kvinnliga förebilder kan man säga.

Jag kan inte förstå annat än att det här är en riktigt lyckad äventyrsfilm för barn. Spännande och rolig i lagom blandning. Min enda anmärkning gäller landskapen och scenerierna, som ibland påminner om sådana tavlor som säljs på trottoarerna utanför varuhusen, med grälla och slibbiga färger."

Roy Blomberg i Dagens Nyheter, 3.12.1978

5436/RG

24.1.1989



COLUMBIA-FOX



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 COLUMBIA FILM AS reg.nr. 12664
 FOX FILM AS reg.nr. 10194
 WALT DISNEY PRODUCTIONS

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Den 11. december 1978

Til filmredaktionen!

OBS! Presseforestilling torsdag den 14. december i Rialto 1 kl. 11.00

Efter den utroligt dyre og kunstnerisk ikke særlig vellykkede "Tornerose" i 1958 blev der en slags kunstnerisk skiftedag i Disney-studierne. Disney selv brugte megen energi i sine sidste år på forlystelsesparken Disney-land, og Wolfgang Reitherman, der havde været tilknyttet studierne siden slutningen af 30'erne, fik overdraget et betydeligt ansvar for de lange tegnefilm. Efter Disneys død i 1966 blev Reitherman ene-ansvarlig for disse films kunstneriske udformning. Han har i de forløbne år skabt en række vellykkede film, der alle har haft succes hos publikum, og som også i mange tilfælde har været kunstnerisk betydelige. Deres endelige placering må filmhistorien afgøre. Nu trækker Reitherman sig tilbage fra sin kunstneriske lederstilling, og den sidste film, han som producent og instruktør (dog med to med-instruktører) signerer, betegner karakteristisk nok en tilbagevenden til en mere gammeldags, eller om man vil, klassisk stil. Filmen, der hedder "The Rescuers", har fået den danske titel

BERNARD OG BIANCA

og den har premiere

2. JULEDAG

på

METROPOL
 RIALTO 1
 BALLERUP BIO
 BIO-TRIO
 RIALTO 2

samt i

ÅRHUS, ÅLBORG OG ODENSE

"BERNARD OG BIANCA" er historien om to tapre små mus, der bliver udsendt af Musenes Internationale Redningskorps (der naturligvis har til huse bag et panel i FN-bygningen i New York) for at redde en lille pige, der er blevet kidnappet af en frygtindgydende og ond kvinde, Madame Medusa, for at hjælpe hende med at finde en uvurdérlig diamant, der ligger skjult i en hule i Louisianas sumpe. Filmen har i rigt mål de traditionelle Disney-ingredienser, humor, romantik og gys, og den har et broget og originalt persongalleri, hvor heltene - i modsætning til så mange andre Disney-film - er lige så markante og fantastiske som skurkene. Det siger sig selv, at filmen ender lykkeligt, men inden det lykkes de to små mus at frelse den lille pige fra den grusomme Medusas kløer, må både de, deres hjælpere og pigen selv igennem en lang række nervepirrende, hæsblæsende og uhyggelige oplevelser.

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Censur: RØD (till. for alle)
 Filmens spilletid: ca. 75 min.

Med venlig hiisen
 Columbia-Fox
 Publicityafdelingen

Produktionsuppgifter

Regi: WOLFGANG REITHERMAN, JOHN LOUNSBERY,
ART STEVENS

Redigering: Doreen Denning

Manus: Larry Clemmons, Ken Anderson, Vance Gerry,
Frank Thomas, David Michener, Ted Berman, Fred Lucky,
Burny Mattinson, Dick Sebast

Litterär förlaga: efter berättelserna "The Rescuers" och
"Miss Bianca"

Författare: Margery Sharp

Produktion: Walt Disney Productions, USA 1977

Producent: Wolfgang Reitherman

Kompositör: Artie Butler

Arkitekt: Don Griffith

Klippning: James Melton, Jim Koford

Animation: Ollie Johnston, Milt Kahl, Frank Thomas, Don
Bluth

Färgsystem: Technicolor

Bildformat: Vidfilm

Censurnummer: 119 174

Datum: 1978.06.20

Längd: 2.050 meter - 75 minuter

Censur: Tillåten från 7 år

Distributör: WDP

Sverigepremiär: 1978.12.02 på Rigoletto, Ricardo
(Stockholm)

Rollista

Hans Lindgren *Bernard*,

Margareta Sjödin *Bianca*,

Pernilla Glaser *Penny*,

Meta Velander, Olof Thunberg, Jan Nygren, Lars Amble,

Kerstin Dunér-Wolgers, Åke Lagergren, John Harryson,

Jonas Bergström, Katarina Strandmark, Sture Eriksson,

Claes Dieden, Gunnar Ernblad sångerna sjungs av

Wenche Myhre

Innehåll

Bianca, medlem av mössens internationella räddningstjänst HJÄLPA, ställer upp som frivillig för att rädda en föräldralös flicka, Penny, vars vädjan om hjälp hittats i en flaska uppspolad på Manhattans strand. Bernard, räddningstjänstens portvakt, följer med Bianca på uppdraget. Av katten Rufus får de reda på att den galne Medusa kan vara inblandad i Pennys försvinnande. Vidare efterforskningar visar att hon rymt från Medusas flodbåt i Djävulsbukten.

Men Penny infångas av Medusas krokodiler. Bianca och Bernard får höra att Medusa tänker använda Penny för att komma åt en diamant, "Djävulsögat", som finns gömd i en undervattensgrotta. Penny hittar där diamanten i en människoskalle. Medusa tar hand om diamanten och gömmer den i Pennys teddybjörn. Utbordarslåndan Evinrude samlar ihop svampvarelserna för att hjälpa Penny. I handgemänget tar hon sin björn och flyr med mössen i Medusas svamp-mobil.

Tillbaka till HJÄLPA sitter mössen och tittar på en tv-intervju med den nyadpterade Penny, som berättar att hon donerat diamanten till Smithsonian-institutet. ANIMERAD



Til Filmredaktionen!



Columbia Pictures



COLUMBIA-FOX

NYT

OBS! PRESSEFORESTILLING MANDAG D.30.11.87 KL.10.00 I PALADS

Efter den utroligt dyre og kunstnerisk ikke særlig vellykkede "Tornerose" i 1958 blev der en slags kunstnerisk skiftedag i Disney-studierne. Disney selv brugte i sine sidste år megen energi på forlystelsesparken Disneyland, og Wolfgang Reithman, der havde været tilknyttet studierne siden slutningen af 30'erne, fik overdraget et betydeligt ansvar for de lange tegnefilm. Efter Walt Disney's død i 1966 blev Reitherman ene-ansvarlig for disse films kunstneriske udformning. I de efterfølgende år skabte han en række vellykkede film, der alle havde stor succes hos publikum, og som også i mange tilfælde var kunstnerisk betydelige. I 1977 trak Reitherman sig tilbage fra sin kunstneriske lederstilling, og den sidste film, han signerede som producent og instruktør (dog med to medinstruktører) betegner karakteristisk nok en tilbagevenden til en mere gammeldags - eller om man vil - klassisk stil.

Filmen er "The Rescuers", og under den danske titel

"MUSEPATRULJEN"
BERNARD & BIANCA

har den repremiere

FREDAG DEN 4. DECEMBER 1987

i

PALADS

fra 2. juledag i

BIOTRIO - LYNGBY TEATRET
ÅRHUS (ROYAL) - ODENSE (BIOCENTER)

"Musepatruljen Bernard & Bianca" er historien om to tapre små mus, der bliver udsendt af Musenes Internationale Redningskorps (der naturligvis har til huse bag et panel i FN-bygningen i New York) for at redde en lille pige, der er blevet kidnappet af en frygtindgydende og ond kvinde, Madame Medusa, for at hjælpe hende med at finde en uvurdérlig diamant, der ligger skjult i en hule i Louisianas sumpe. Filmen har i rigt mål de traditionelle Disney- ingredienser, humor, romantik og gys, og den har et broget og originalt persongalleri, hvor heltene - i modsætning til så mange andre Disney-film - er lige så markante og fantastiske som skurkene.

.../2

2/...

Det siger sig selv, at filmen ender lykkeligt, men inden det lykkes de to små mus at frelse den lille pige fra den grusomme Medusas kløer, må både de, deres hjælpere og pigen selv igennem en lang række nervepirrende, hæsblæsende og uhyggelige oplevelser.

"Musepatruljen Bernard & Bianca" er bygget over to børnebøger af forfatteren Margery Sharp, og filmen er instrueret af John Lounsbery, Art Stevens og, som allerede nævnt, Wolfgang Reitherman. Disney-veteraner som bl.a. Milton Kahl og Ollie Johnstone har været animators på filmen. Musikken er af Artie Butler. Som vanligt er filmen eftersynkroniseret med danske stemmer, bl.a. Preben Kaas, Susanne Bruun-Koppel, Kirsten Rolffes, Benny Hansen, Claus Ryskjær og Helge Kjørulff-Schmidt. Jesper Klein har instrueret.

Censur: RØD

Filmens spilletid: ca.75 minutter

Med venlig hilsen
COLUMBIA-FOX
Publicity-afd.

HANDLING

En flaskepost med en vigtig meddelelse driver ind i New Yorks havn. Her bliver den fisket op af tre mus og bragt til det internationale hovedkvarter for Musenes Redningskorps, der har til huse under FN-bygningen i New York. I Generalforsamlingens påsyn åbnes flasken, som viser sig at rumme et brev fra en vis Penny til Børnehjemmet Morgensol i New York. Penny er i frygtelig fare, fremgår det af brevet, og musene beslutter at hjælpe hende, som det jo er deres organisations opgave at gøre. Den yndige ungarske delegerede Bianca melder sig frivilligt til at løse opgaven, og til sin ledsager vælger hun Redningskorpsets portner, den frygtsomme og generte Bernard.

På børnehjemmet træffer de to mus den gamle kat Rufus, der kan fortælle dem, at Penny er en lille pige, som nu ikke er på hjemmet længere. Hvor hun er blevet af, ved katten ikke, men den kender da til en ond kvinde, en Madame Medusa, der har en pantelåner-butik, og som på et tidspunkt prøvede at komme til at adoptere Penny.

Musene iler til pantelåner-butikken, hvor Madame Medusa netop er på vej ud af døren. De prøver at skjule sig i hendes bagage, men i skyndingen bliver de rystet af. Forinden har de dog fundet ud af, hvor den fæle Medusa var på vej hen: til Djævlebugten i Louisianas sumpe. Bernard og Bianca får plads på det næste afgående fly fra Albatross Airlines, hvis direktør, pilot og maskine er forenet i albatrossen Orville, en dristig, men usikker flyver.

Efter de del genvordigheder når musene endelig frem til Djævlebugten. Her træffer de sump-folkene Luke og Ellie Mae, der lover at hjælpe dem. De ser også for første gang Penny, der netop prøver at stikke af fra Madame Medusa, men som hurtigt - sammen med sin elskede teddybjørn - bliver fanget af Madames to tamme, ondsksfulde krokodiller, Nero og Brutus, og slæbt tilbage til Madames skjulested, en gammel, grundstødt flodbåd. Her opholder Madame Medusa sig sammen med sin forvirrede assistent Snus. Det viser sig, at Madame Medusa har fået nys om, at der i en nærliggende pirathule skal ligge verdens største diamant, og da hulens indgang er så snæver, at kun et barn kan komme derved, har hun tvunget Penny til at hjælpe sig.

Den tapre guldsmed Evinrude hjælper Bernard og Bianca ud på flodbåden, og så kan deres endelige redningsaktion omsider begynde. Men de to mus og Penny og Evinrude og Ellie Mae og Luke skal gennem mange dramatiske begivenheder endnu, før de endelig kan triumfere over den onde Madame Medusa...

Walt Disney Productions præsenterer

"MUSEPATRULJEN"
BERNARD & BIANCA
(THE RESCUERS)

Distribution: Columbia-Fox
Instrueret af: Wolfgang Reitherman, John Lounsbery
og Art Stevens
Produceret af: Wolfgang Reitherman
Executive Producer: Ron Miller
Manuskript: Larry Clemmons og Ken Anderson
Efter to bøger af: Margery Sharp
Musik: Carol Connors, Ayn Robbins og Sammy Fain
Chef-animatører: Ollie Johnston, Milt Kahl,
Frank Thomas og Don Bluth

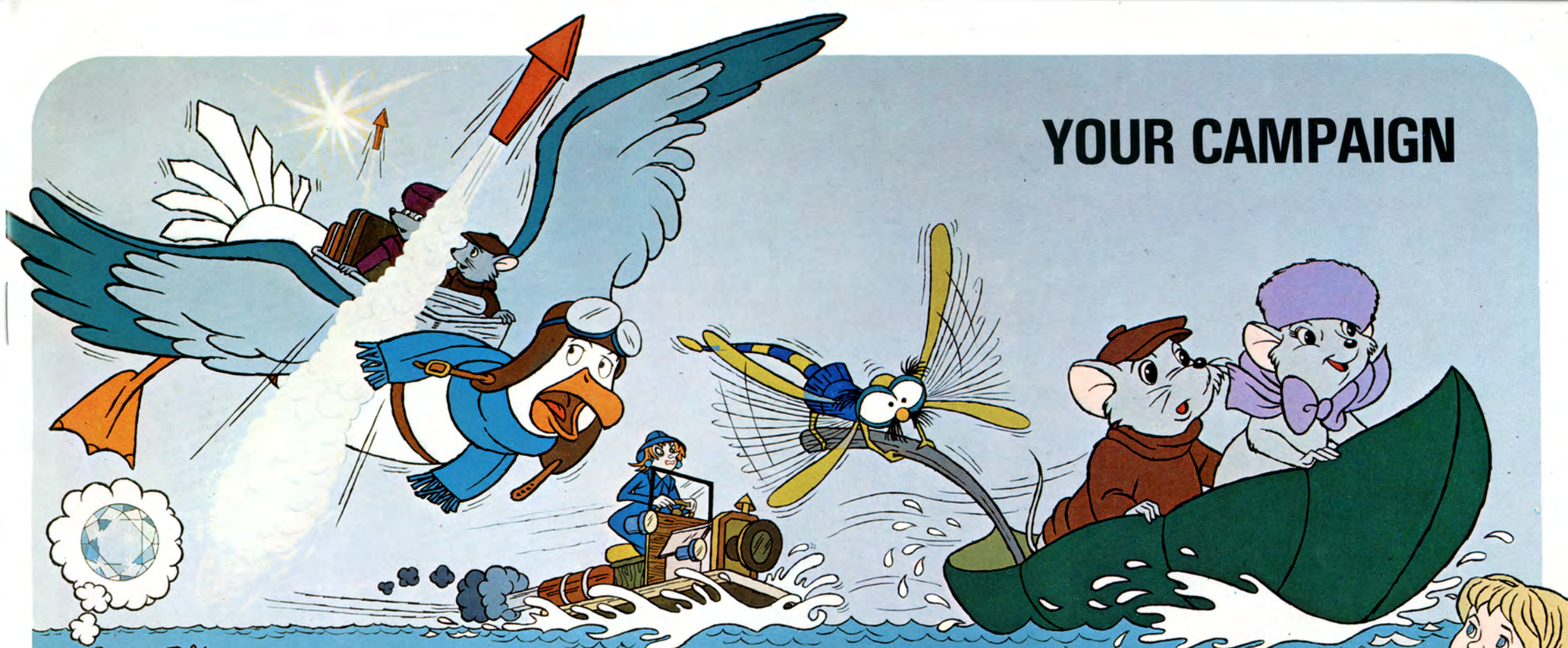
Dansk version: A/S Nordisk Films Studier
Instruktion: Jesper Klein
Musikalsk ledelse: Bent Fabricius-Bjerre
Lyd: John Nielsen
Danske sange: Wenche Myhre

Censur: RØD
Filmens længde: 2055 meter
Filmens spilletid: ca. 75 min.
Oversættelse: Victor Skaarup

ROLLELISTE

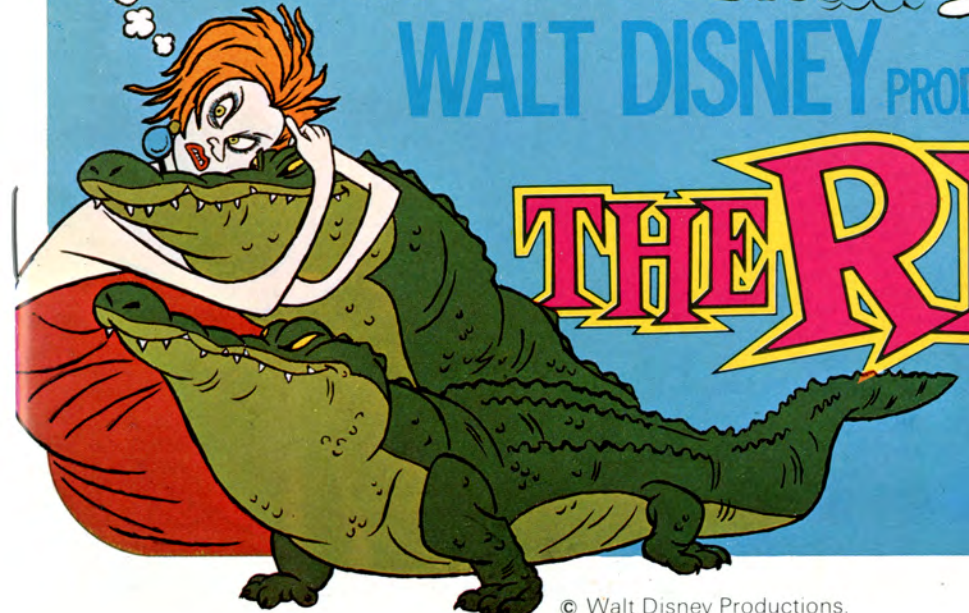
Bernard.....Preben Kaas
Bianca.....Susanne Bruun-Koppel
Medusa.....Kirsten Rolffes
Snus.....Benny Hansen
Ellie Mae.....Elin Reimer
Luke.....Olaf Nielsen
Albatrossen Orville.....Claus Ryskjær
Rufus.....Helge Kjærulff-Schmidt
Penny.....Nicla Ursin
Chairman.....Bjørn Watt-Boolsen
Kommentator.....Jess Ingerslev

YOUR CAMPAIGN



WALT DISNEY PRODUCTIONS

THE RESCUERS



RAVES ABOUT.....

WALT DISNEY PRODUCTIONS'

THE RESCUERS

THE HOLLYWOOD REPORTER

Walt Disney Prods. has a new animation masterpiece in "The Rescuers." As usual with the Disney studio, this lively film should be enjoyed by adults as well as children. A charming story filled with wonderfully inventive characters portmanteaued with perfect voice work moves the whole enterprise forward with resounding success.

Suggested by two books by Margery Sharp, "The Rescuers" and "Miss Bianca," and produced by Wolfgang Reitherman, "The Rescuers" is a fully animated feature with a contemporary look. The characters have the sharp edges and sketchily indicated features of more classical, soft-edged beauty of "Snow White," for instance. The backgrounds are lovely painterly renditions, especially the static opening title sequence of pastel drawings.

The action quickly gets underway when an international delegation of mice meet in the basement of the United Nations building. Known as the Rescue Aid Society with an appropriately inspirational anthem, the group sends two

volunteers to rescue Penny, an orphan who has been kidnapped. Eva Gabor voices the plucky Bianca, who loves exciting adventure. She chooses the not so intrepid Bernard, a humble mouse janitor to be her coagent. In an auspicious debut for Disney, Bob Newhart expertly expresses Bernard's nervousness. He and Gabor make a winning romantic duo.

The delightfully sweet voice of Michelle Stacy portrays Penny, and the hilarious Geraldine Page makes a wonderfully outrageous, demanded villain as Madame Medusa.

Two special characters highlight the film. Jim "Fibber McGee"

Jordan is supremely funny as an albatross, a one-bird airline service. James Macdonald impersonates the dragonfly-like bug Evinrude, who propels an outboard motorboat in a most memorable fashion.

The rest of the cast also perform notably. The late Joe Flynn flusters perfectly, Jeanette Nolan and Pat Buttram make colorful swamp folks, and John McIntire nicely conveys a lovable old cat named Rufus.

Artie Butler contributes the top-notch music score with several very hummable songs by Carol Connors and Ayn Robbins. Their music and lyrics to the thematic song "The Journey" as well as "Tomorrow Is Another Day" and the Rescue Aid Society anthem are first-rate. Sammy Fain provides the gentle lyrics to the fourth Connors and Robbins tune, and Shelby Flint vocalizes beautifully. The numerous animators and layout and background artists earn plaudits for making this 22nd fully animated feature for Disney a winner.

—Jean Hoelscher

VARIETY

The arrival of a new Walt Disney animated feature is always an event, and "The Rescuers" is a special event. A lovely film, it should take its place among the cream of the Disney animated classics. Four years of work have been invested in this \$7,500,000 Wolfgang Reitherman production, and the expense, care, and expertise shows. The Disney wizards, both veterans and newcomers, have adapted two Margery Sharp stories into a film which blends visual sophistication and emotional simplicity, along with the upbeat humor that marks the best of Disney product. The Buena Vista release appears headed for excellent commercial response.

This is the 22d Disney full-animation feature. Last one was "Robin Hood," in 1973, and it's a shame that kids have had to wait four years in between films, since the level of Disney craft is beyond comparison with the junk that pervades with the morning tv these days.

"The Rescuers" is the best work by Disney animators in many years, restoring the craft to its former glories. In addition, it has a more adventurous approach to color and background stylization than previous Disney efforts have displayed, with a delicate pastel palette used to wide-ranging effect.

Reitherman, the late John Lounsbery, and Art Stevens were directors of the film, which Ron Miller exec produced. Directing animators were Ollie Johnston, Frank Thomas, Milt Kahl, and Don Bluth. Total of 250 people worked on the film, with the key staff members credited above.

The blending of old and new talents is probably responsible for the film's unique combination of freshness and technical mastery. Also strong points are the music by Artie Butler and five songs by Ayn Robbins, Robert Ayn Robbins, Sammy Fain, and Flint doing the wistful warbling. It's a package that will delight adults as well as kids, which is necessary for the success of any animated film.

Larry Clemmons headed the staff responsible for plotting the admirably simple story about two mice (voiced by Bob Newhart and Eva Gabor) who embark on a quest to rescue a kidnapped orphan girl (Michelle Stacy) from the clutches of an evil witch (Geraldine Page). The mouse's-eye-view of the world allows unusual and interesting visual perspectives, with

All in all, "The Rescuers" is cause for rejoicing among both young and adult filmgoers.

Mack.

the usual Disney empathy between kids and the animal world used here for potent emotional effect.

There's real terror in the story, and the Gothic setting of the swamp where the girl is held captive; while the maudlin plot through the plucky young character of the young captive, it's a film that may be traumatic for very small children.

Disney has found, however, that involving kids emotionally through nightmarish aspects is a valid way of lending substance to animation, and this film is a prime example of that theory.

Among the most memorable sequences are two hilarious ascents by a goofy bird named Orville, who takes the mice on their rescue mission; the character's voice is done by Jim McGee & Molly.

The flight sequences are beautifully lyrical, with a panoply of colorful sky backgrounds, and the film's range of visual expression is further demonstrated by the equally adroit depiction of a stylized N.Y. City and the murky swamp.

In contrast to the cardboard animation of characters in most cut-rate tv fare today, the animals in this film have fully orchestrated movements of the kind that have always captivated Disney audiences.

A couple of lazy alligators, an elderly cat, and a bug are vivid standouts. The girl's character has a heart-tugging quality without descending to stereotypical cuteness.

All in all, "The Rescuers" is cause for rejoicing among both young and adult filmgoers.

CAST

Orville
Jim Jordan



Evinrude
Bernard
Bob Newhart



Bianca
Eva Gabor

Madame Medusa
Geraldine Page



Penny
Michelle Stacy



Rufus
John McIntire

Mr Snoops
Joe Flynn



CREDITS

Story by Larry Clemmons and Ken Anderson
 Based on a book by Margery Sharp
 Music by Carol Connors, Ayn Robbins and
 Sammy Fain
 Directing Animators Ollie Johnston, Milt Kahl, Frank
 Thomas and Don Bluth
 Directed by Wolfgang Reitherman, John Lounsbery
 and Art Stevens
 Produced by Wolfgang Reitherman
 Executive Producer Ron Miller

SONGS

Rescue Aid Society by Carol Connors and Ayn Robbins
 Tomorrow is Another Day by Carol Connors and Ayn Robbins
 The Journey by Carol Connors and Ayn Robbins
 Someone's Waiting For You Music by Sammy Fain
 Lyrics by Carol Connors and Ayn Robbins
 Colour by TECHNICOLOR ®

RUNNING TIME 77 MINS.

SYNOPSIS

In the basement of the United Nations building in New York the International mouse Rescue Aid Society is meeting. A bottle has been washed up on shore containing the urgent message: "To Morningside Orphanage. I'm in terrible trouble. Help! – Penny."

Adventurous Bianca volunteers to take the case and chooses Bernard, a shy janitor, as her co-agent. They set off for the Orphanage where they come across a box containing Penny's meagre possessions and are confronted by Rufus the cat. He tells them that just before Penny's disappearance an evil woman who runs a pawnshop was seen trying to give her a ride. With this clue the two mice scurry to Madame Medusa's Pawn Shop Boutique where they find one of Penny's school books and overhear Medusa on the telephone. She refers to the little girl and a place called "Devil's Bayou"

When Medusa leaves, the mice hitch a ride on her suitcase but are thrown from the car as it races through New York. They now make for Albatross Air Charter Service and, although Bernard is very dubious about their safety, they take off on the back of Orville the Albatross, their clumsy pilot. Soaring through the night, they reach Devil's Bayou at dawn but flares lighting up the sky in search of an escaped Penny wing Orville's tail and the mice are forced to bail out as the bird makes a crash landing.

Bernard and Bianca are aided by swamp inhabitants Luke and Elly Mae. They all watch as Medusa's two pet alligators, Brutus and Nero, recapture Penny and carry her back to Medusa's grounded riverboat. Then Evinrude, a dragon-fly, propels the intrepid mice on his leaf boat to Medusa's hideout. They listen as Medusa and her bumbling accomplice Snoops discuss using Penny to retrieve a fabulous diamond called "The Devil's Eye"

from a nearby pirates' cave. It seems that only somebody as small as Penny can get through the narrow opening.

Bianca and Bernard slip into Penny's room and tell her of their plans for a getaway but suddenly Medusa bursts from her room and informs Snoops that they will carry the girl to the cave at once to take advantage of the low tide. The escape is temporarily thwarted.

Penny is lowered into the cave with the mice in her pocket. Once inside they begin a frantic search for the diamond as the tide begins to rise. At the last possible moment the diamond is found and Penny and the mice are hauled up in the bucket as the cave is flooded. Greedy Medusa grabs the jewel and races back to the riverboat where she hides it in Penny's teddy bear.

Meanwhile, Evinrude has returned to Luke and Elly Mae's where he raises the alarm and an army of allies set out to the rescue. They find Medusa holding Snoops and Penny at gunpoint as she tries to flee with the diamond but she is tripped up by Bianca and Bernard. With fireworks and flares exploding and the small army raising havoc, Penny grabs her teddy bear and escapes with the mice in Medusa's swamp-mobile.

Back at the United Nations building, the assembled mice watch a television news programme praising Penny for finding the world's largest diamond and for donating it to a museum. The happy little girl has been adopted by loving parents and during the interview puzzles millions of viewers by thanking her two mice friends. At the end of the programme Evinrude arrives with another plea for help and Bianca and Bernard board Orville once more and soar off on a new adventure.

VOICES

EVA GABOR IS VOICE OF DISNEY HEROINE

Eva Gabor, mixing up her v's and w's and sprinkling her conversation with a generous supply of "dahling's", has completed her second role for Walt Disney Productions as the voice of Bianca, one of two adventurous mice in "The Rescuers", the newest full-length animated feature from the Studio. Bianca, as charming and attractive as her real-life counterpart, joins with male mouse Bernard (voiced by Bob Newhart) in the daring rescue of a kidnapped orphan named Penny, who's being kept by villainess Madame Medusa (Geraldine Page) to help find a priceless diamond.

Miss Gabor was tapped for her first Disney role in 1970, when she supplied the voice of Duchess, the Parisienne cat of "The Aristocats". Switching species to play a mouse required some readjusting, she admits, but, according to producer Wolfgang Reitherman, she was just right.

"We wanted someone feminine, yet independent," said Reitherman. "And after working with Eva on 'The Aristocats', I knew she'd have the right combination of those qualities to make Bianca charming, forthright and brave."

RIGHT: EVA AND BIANCA



RES - 01



RES - 02

BOB NEWHART PROVIDES VOICE FOR "THE RESCUERS"

Whimsical Bob Newhart lends his distinctive voice talents to the appealing new cartoon character Bernard in Walt Disney Productions' new animated feature "The Rescuers". This shy but practical little mouse, a volunteer member of the 'Rescuer Aid Society' accompanies Miss Bianca (voiced by Eva Gabor) on a daring rescue mission in the Louisiana swamplands.

Screen star Newhart, who is always in the public eye, but professes to be a very private person, finds himself in the ideal position when he is heard but not seen, as the off-screen voice of Bernard.

LEFT: BOB AND BERNARD

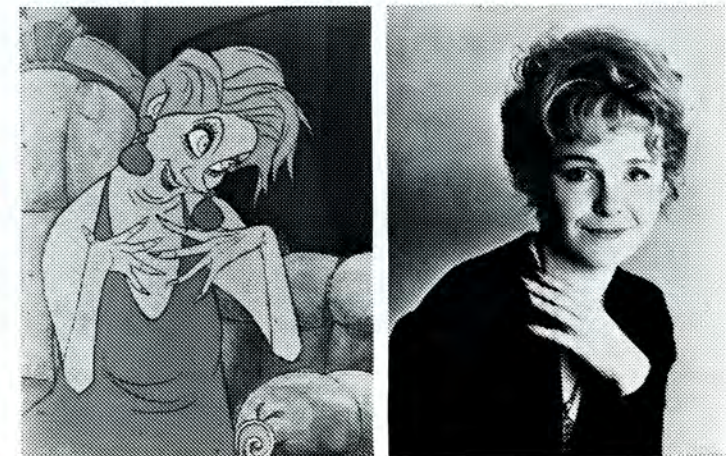
GERALDINE PAGE ADDS TO HER THEATRICAL TALENTS AS THE OFF-SCREEN VOICE OF MADAME MEDUSA

Evil Madame Medusa, the most recent of Disney villains, appears in the latest animated feature "The Rescuers," as the kidnapper who takes little Penny to her sinister riverboat hideaway, deep in the swamp lands of Louisiana.

For this crucial role, a voice was needed which could be both dramatic and humorous. Geraldine Page, best known for her dramatic roles on stage and screen, was chosen by producer Wolfgang Reitherman to add the correct touch of melodramatic madness to the part.

Her extensive acting experience encompasses everything from roles in 'Tennessee Williams' highly dramatic "Sweet Bird of Youth", to Walt Disney's musical comedy "The Happiest Millionaire".

RIGHT: GERALDINE AND MEDUSA



RES - 03

STORY IN PICTURES

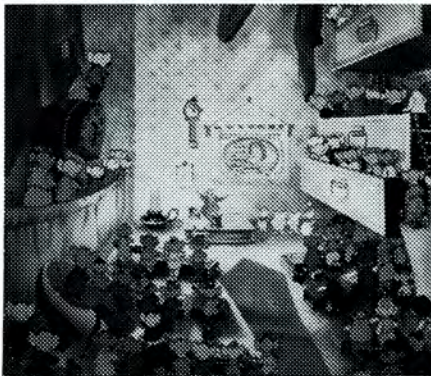
WALT DISNEY PRODUCTIONS' THE RESCUERS

"The Rescuers" story in pictures can be reproduced directly from these pages for litho printing in local and county magazines, or web offset printing in many newspapers. Where a publication is letterpress only, the illustrations and title logo are available as stereotypes, a complete set of which will be supplied free of charge if sent directly to newspaper/magazine etc.

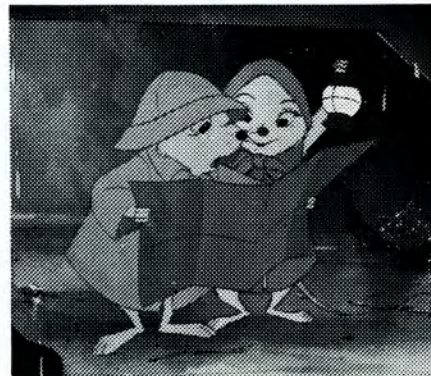
It is well worthwhile talking to feature editors on this matter, as they are often only too happy to have an item of interest to feature in their pages. This particularly applies over holiday periods such as Christmas, Easter, Summer etc. when the media is as interested in youngsters as it is in its adult readers.



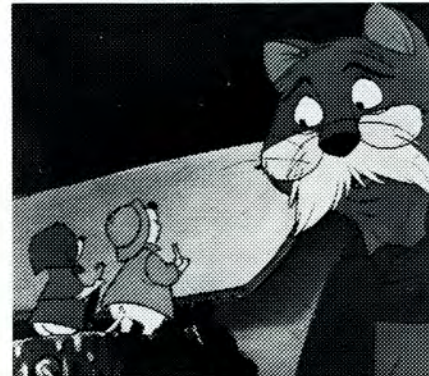
RESSP-04 With this clue the two mice scurry to Madame Medusa's Pawn Shop Boutique where they find one of Penny's school books and overhear Medusa on the telephone. She refers to the little girl and a place called "Devil's Bayou". When Medusa leaves, the mice hitch a ride on her suitcase but are thrown from the car as it races through New York.



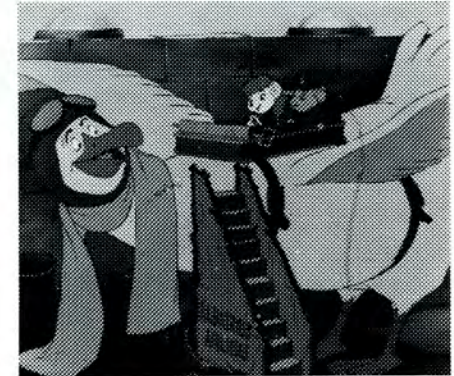
RESSP-01 In the basement of the United Nations building in New York the International mouse Rescue Aid Society is meeting. A bottle has been washed up on shore containing the urgent message: "To Morningside Orphanage. I'm in terrible trouble. Help! Penny."



RESSP-02 Adventurous Bianca volunteers to take the case and chooses Bernard, a shy janitor, as her co-agent. The two mice set off for the orphanage on the first leg of their journey in the pouring rain.



RESSP-03 Upon reaching the orphanage, Bernard and Bianca are confronted by Rufus, the orphanage cat, who tells them that just before Penny's disappearance, an evil woman who runs a pawnshop was seen trying to give her a lift.

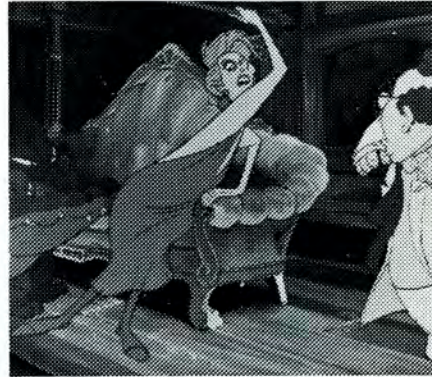


RESSP-05 The two mice now make for Albatross Air Charter Service and although Bernard is very dubious about their safety they take off on the back of Orville the Albatross, their clumsy pilot. Soaring through the night, they reach Devil's Bayou at dawn.

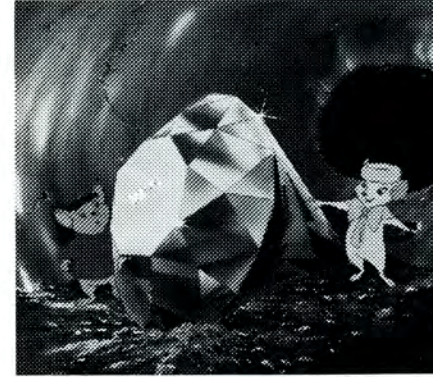
STORY IN PICTURES



RESSP-06 Bernard and Bianca are aided by swamp inhabitants Luke and Ely Mae. They all watch as Brutus and Nero, Medusa's two pet alligators, recapture Penny and carry her back to Medusa's grounded riverboat.



RESSP-08 The two mice agents listen as Medusa and her bumbling accomplice Snoops discuss using Penny to retrieve a fabulous diamond called "The Devil's Eye" from a nearby pirate's cave. It seems that only somebody as small as Penny can get through the narrow opening.



RESSP-10 Penny is lowered into the cave with the mice in her pocket. They begin a frantic search for the diamond as the tide starts to rise. At the last possible moment the diamond is found and Penny and the mice are hauled up in the bucket as the cave is flooded. Greedy Medusa grabs the jewel and races back to the riverboat where she hides it in Penny's teddy bear.



RESSP-12 Back at the United Nations building, the assembled mice watch a television programme praising Penny for finding the world's largest diamond and for donating it to a museum. The happy little girl has been adopted by loving parents and during the interview puzzles millions of viewers by thanking her two mice friends. At the end of the programme Evinrude arrives with another plea for help and Bianca and Bernard board Orville once more and soar off on a new adventure.



RESSP-07 Evinrude, an elderly dragonfly propels the intrepid mice on his leafboat to Medusa's hideout.



RESSP-09 Bianca and Bernard slip into Penny's room and tell her of their plans for a getaway but suddenly Medusa bursts from her room and informs Snoops that they will carry the girl to the cave at once to take advantage of the low tide. The escape is temporarily thwarted.



RESSP-11 Meanwhile, Evinrude has returned to Luke and Ely Mae's where he raises the alarm and an army of allies set out to the rescue. They find Medusa holding Snoops and Penny at gunpoint as she tries to flee with the diamond but she is tripped up by Bianca and Bernard. Penny grabs her teddy bear and escapes with the mice in Medusa's swamp-mobile. Medusa is left behind, trying to escape from Nero and Brutus, her two pet alligators.

PRESS FEATURES

DISNEY TRADITION CONTINUES WITH "THE RESCUERS"

The wonderful and special world of Walt Disney Productions, which gave the world the first full-length animated feature, "Snow White and the Seven Dwarfs," continues with "The Rescuers".

The new cartoon represents 50 years of animation experience and incorporates the tried, the proven and the new in style, design and concept.

"The Rescuers," starring the voices of Bob Newhart, Eva Gabor and Geraldine Page, depicts the adventures of two mice out to save a kidnapped orphan named Penny, who's needed by villainess madame Medusa to help find a priceless diamond.

Walt Disney's life-long fascination with animation was a result of his seeing it as an unlimited storytelling instrument. It was, to him, not merely a medium for cartooning broad caricatures, gags and comic situations, but also a means of bringing life and motion to fine illustration.

With the success of his Mickey Mouse cartoons, Disney was able to expand and experiment with his innovative ideas. His Silly Symphonies series was the artistic proving ground and springboard to his first animated feature, "Snow White." Its success showed that animation had become a fine art.

Disney was instrumental in perfecting the highly complex medium and now, ten years after his death, his trained and capable animators, background men and all-inclusive artists continue to carry on his traditions and plans.

NEW DISNEY VILLAINESS IS SIMPLY UNFORGETTABLE

A character as memorable as Captain Hook, Cruella De Ville, Cinderella's stepmother and a number of other dastardly, but hilarious animated villains of past Walt Disney films is red-haired, slouch-shouldered, shrill-voiced, simply wild Madame Medusa, who does her nasty number in Walt Disney Productions' newest full-length animated feature, "The Rescuers."

As the arch foe of Bernard and Bianca, two mice out to save a kidnapped orphan named Penny, Medusa is a screeching shrew dedicated to finding a priceless diamond called The Devil's Eye.

Unlike the wicked, passionless Queen in "Snow White and the seven Dwarfs", Medusa is a hotbed of melodramatic emotion, sugary sweet one moment, sourly cruel the next.

Camouflaged by false eyelashes and a smear of red lipstick to mask her own lack of beauty, Medusa spitefully taunts baby-faced Penny by asking "Who'd ever want to adopt a homely little girl like you?"

Yet Medusa cuddles up to her pet crocodiles, Nero and Brutus, and goes absolutely ga-ga when she finally grasps The Devil's Eye diamond.

For the voice of Madame Medusa, producer Wolfgang Reitherman needed an actress who could be dramatic and humorous, possessing a voice filled with both calm and calamity. That actress, and that voice, were found in versatile stage and screen star Geraldine Page. Her perfectly flamboyant reading of the role makes Medusa one of Disney's most unforgettable characters.



On board Albatross Airways flight 13 to Devil's Bayou, Bernard and Bianca prepare for take off, in this delightful scene from Walt Disney Productions' latest animated feature "The Rescuers".

DISNEY CHARACTERS HELPING TO PROMOTE ROAD SAFETY

The characters from Walt Disney Productions' latest cartoon "The Rescuers" have taken time off from their busy schedule to demonstrate the importance of road safety to boys and girls.

One sight of the Disney characters in action is almost enough to stop the traffic in its tracks! Orville the Albatross, a seven foot sea-bird with more brawn than brains, Evinrude the dragonfly whose high-speed wing power acts as outboard motor on a leaf-boat, and the two 'stars' of the film, extra special mice agents Bernard and Bianca from the international rescue Aid Society are getting together with R.O.S.P.A. (Royal Society for the Prevention of Accidents) to produce a series of slides and posters on every aspect of road safety that will eventually be seen in over 26,000 schools. With characters as well-loved as Disney's, the message is sure to be received loud and clear by children all over the country.

"The Rescuers" tells the story of Bernard and Bianca and their perilous, but hilarious, journey to save a kidnapped orphan from the clutches of the scheming Madame Medusa. One of the many strange creatures whose help they enlist on the way is Orville who acts as their own private plane. The film which has been over five years in the making, is destined to take its place amongst the all-time Disney classics.

PRESS FEATURES

SOME AMAZING FACTS ABOUT "THE RESCUERS"

Animated feature pictures from Walt Disney Productions, like great live-action movie epics, take time, money and patience and in the course of production, stack up some impressive production facts and figures.

"The Rescuers," the latest Disney offering, is no exception. If the approximately 330,000 drawings, including early pencil test reels, made by the 40 animators on "The Rescuers" were laid in a line, they would form a path some 40 miles long. More than 100,000 painted cels, which depict the moving characters on screen, were produced.

The film depicts the adventures of two mice out to save a kidnapped orphan named Penny, who's needed by villainess Madame Medusa to help find a priceless diamond.

The picture, 6,840 feet long, comprises 14 sequences and over 1,000 scenes, utilizing around 750 painted backgrounds.

Each minute of animation required 1,440 different pictures, even if there's only one character moving on the screen. It would have taken a single artist 16 years to handle all the animation in the movie, at an average output of eight feet per week.

"The Rescuers" is Disney's twenty-second full animated feature since the first all-cartoon picture, "Snow White and the Seven Dwarfs" in 1937.

WHAT'S THE DIFFERENCE BETWEEN A CROCODILE AND AN ALLIGATOR?

What's the difference between a crocodile and an alligator?

Not a lot, according to Walt Disney producer Wolfgang Reitherman, who had a hand in creating two evil-looking crocs named Nero and Brutus for Walt Disney Productions' newest full-length animated feature, "The Rescuers."

"They're both reptiles," said Reitherman. "But the alligator's head is broader and doesn't taper to the snout like a crocodile's does, alligators prefer fresh water; crocodiles prefer salt water."

The two malicious crocs in "The Rescuers" play the four-footed henchmen of villainess Madame Medusa, who has kidnapped an orphan named Penny to help her find a priceless diamond in a Louisiana swamp.

In the course of the story, the two reptilians pursue Penny through murky swamp water, almost capture Bernard and Bianca on a ramshackle riverboat and take a few nasty swipes at Snoops, Madame Medusa's partner-in-crime.

"Some crocs, like the African crocodile," Reitherman continued, "are known man-killers. In our film, of course, Nero and Brutus are merely mean. They never hurt anyone."

In colour by Technicolor, "The Rescuers" starring the vocal talents of Bob Newhart, Eva Gabor and Geraldine Page, was produced by Wolfgang Reitherman and directed by Reitherman, John Lounsbery and Art Stevens under the executive producership of Ron Miller.

IS IT A BIRD, IS IT A PLANE? NO, IT'S ORVILLE THE ALBATROSS!

The fastest-flying bird in the world is the spine-tailed swift, but the funniest bird in the world is Orville, the wheezing albatross of Walt Disney Productions' newest animated feature, "The Rescuers."

The wacky bird is but one of many comical characters created by Disney animators for this film which depicts the adventures of two mice on a rescue mission. The film is the 22nd fully-animated production from Disney Studios since "Snow White and the Seven Dwarfs."

As both pilot and plane of seedy Albatross Air Service, Orville is engaged to transport mice Bernard and Bianca from New York City to Devil's Bayou, Louisiana, where the two little rescuers plan to search for a kidnapped orphan named Penny and save her from the villainess Madame Medusa.

Orville, a flaked-out wing-flapper, is about as skyworthy as a 10-ton truck, and about as light on his feet too!



RES-05

Brutus and Nero, two of the meanest pets you will ever see!



RES-06

Orville the Albatross makes "one of his better landings" in this scene from Walt Disney Productions' new animated feature, "The Rescuers."

RECORDS & 8mm HOME MOVIE

Disney movies are renowned for their delightful music – mention a particular film title and it can be identified by its soundtrack almost immediately. Think of “The Bear Necessities”, as sung by that loveable bear Baloo in the “Jungle Book”, or Old Uncle Remus with his heart warming rendition of “Zip-A-Dee-Do-Dah” in “Song of the South”. Other titles from “Cinderella”, “Peter Pan”, “Mary Poppins”, “Snow White” and “Pinocchio” all spring to mind.

It’s no wonder then that with continuing awareness and instant recognition, Disney Records remain big sellers.

Now, for “The Rescuers”, three new songs by Carol Connors and Ayn Robbins plus a fourth penned by Double Academy Award Winner Sammy Fain, set the mood for the intriguing story. These are released along with a dialogue from the original soundtrack on the recording shown below. On Disneyland Records from Pickwick.



8mm HOME MOVIES

The Super 8 gauge home movie illustrated above is an action-packed full colour excerpt taken from “The Rescuers”. Available through most photographic outlets, its running time of approximately 10 minutes (footage 165’) is ideally suited for use in window displays or store grottos.

MERCHANDISE

RESCUERS CHARACTER MERCHANDISE

The range of merchandise based on "The Rescuers" theme is extensive. As you will see simply by looking at the few articles illustrated, all of our licensees are producers of high quality material, and many distribute through a diversity of retail outlets.

Consequently, you should not experience difficulty in contacting a local retailer who is aware of the mutual benefit towards both parties by helping to promote your engagement of "The Rescuers".

Furthermore, if you have a good promotional idea which would involve the products of one or more of these companies, I am sure they will be very interested to hear from you!

A complete list of licensed manufacturers appears below, full addresses can be obtained from our Marketing Division.

Map of the World
John Bartholomew
031 667 9341

Promotional Balloons
Gas and Equipment Ltd
0952 586868

4 Large Mirrors
Cosalt Limited
0472 58881

Small Mirrors
Aspell Saggors Ltd
0733 234111

Cardboard jigsaw puzzles
Waddingtons House of Games
0532 826195

Soft Toys
Burbank Toys
0933 71144

Soundtrack records
Pickwick International
205 5456



T-shirts
John Withers Enterprises
385 5072

Books
Purnell Books
0628 37171

Poster Magazines
IPC Magazines Limited
261 5000

6 Chocolate
Nestles
686 3333

Giftwrap
J Arthur Dixon Ltd
098 381 4661/2/3

3 Pottery Money Boxes
P E Bairstow & Co Ltd
0782 29867

Stationery
Letraset
0233 24421

2 Rescuers Game
Omnia Pastimes
779 4111

PVC Stickers
Fun Products
0532 790541

Sheets and bedding
Albert Hartley Ltd
028 281 2561

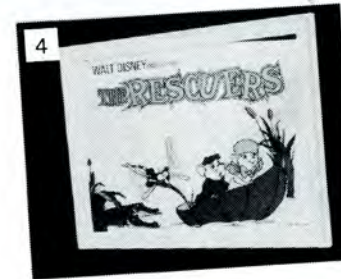
T-shirts and Childrens
trousers
Marks & Spencer Ltd
935 4422

Carrier bags
Coloroll Limited
409 1071

Fibre Pen Sets
Cranford Distributors
603 7218

5 Cake Decorations
G T Culpitt & Sons
30 65516

Plastic Figurines
Morris Rubenstein Ltd
439 3646



4 Wooden Jigsaw
Designs
Michael Stansfield Holdings
581 1931

Mobiles
E F Taylor Ltd
0234 50427

Mobiles
F B Gould Ltd
460 5792

Plaster Moulded Figures
Peter Burwood
0954 51094

Blankets
Ratcliffe Brothers
0422 832073

Paint Boxes
Charles Page & Sons
808 5128

Terry Towels and
Facecloths
Christy Ltd
061 790 4851

PVC Aprons and
Tablecloths
Charles Clay & Son
0282 62258

1 Pyjamas
Tesco Limited
97 32222

Magic Slates
TX Products
0604 714846

Jewellery
The Balloon Jewellery Co
748 7823

Glitter Fun
Wiggins Teape
439 4414

Cardboard Cut-outs
TGA Designs
0462 54713

Greetings Cards and
giftwrap
Hallmark Cards
04912 4238/9

PUBLICATIONS

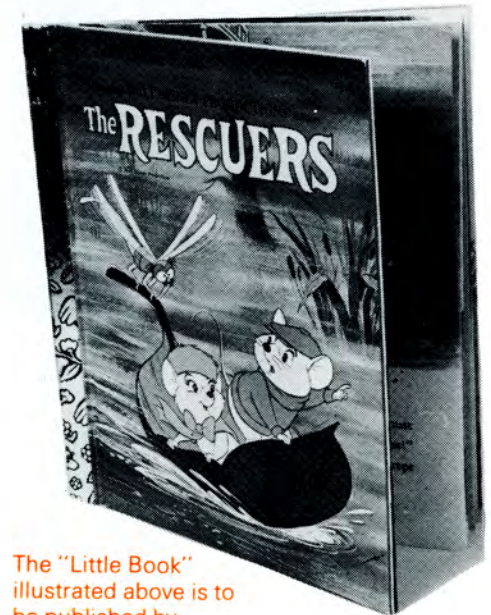
Thousands of these colourful and exciting publications are already appearing in book shops and stationers everywhere, each helping to promote your 'Rescuers' engagement. These illustrations depict the authorised Walt Disney Productions' editions.



Four original titles by Authoress Margery Sharp are published in paperback by the New English Library. They are available individually, price 50p each or as a boxed set.

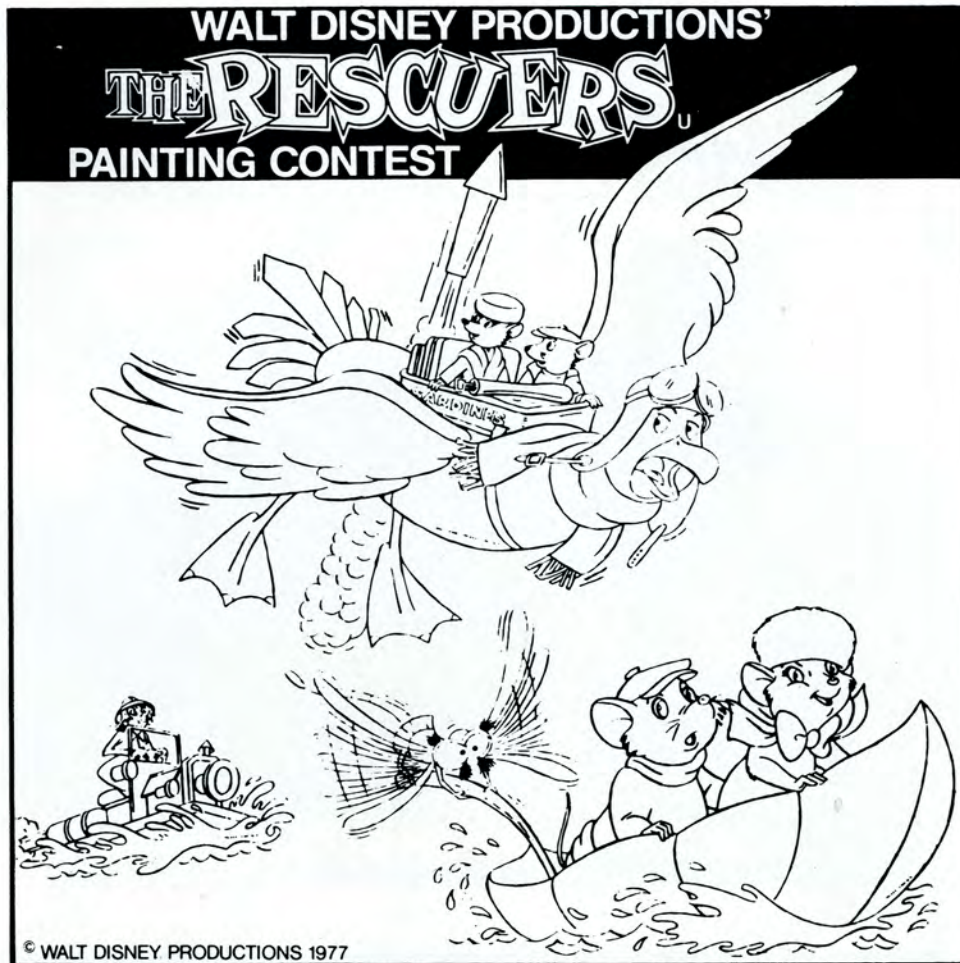


The poster brochure illustrated above is published by IPC Magazines Limited, and will be retailed through 11,000 outlets. We are endeavouring to make arrangements for the retail of this product by Theatre Managers. Contact Publicity Department, Walt Disney Productions for information.



The "Little Book" illustrated above is to be published by Purnell.

COMPETITIONS



RES-PC



RES-SD

SOLUTION TO "RESCUERS" SPOT THE DIFFERENCE COMPETITION

- | | |
|---------------------------|------------------------------|
| 1 Orville's tail feathers | 5 Evinrude's front foot |
| 2 Top of rocket | 6 Bernard's tail |
| 3 Orville's chin strap | 7 Pom-pom of Bernard's beret |
| 4 Wave (centre) | 8 Bianca's scarf |

COMPETITIONS

WALT DISNEY PRODUCTIONS'
FIND THE RESCUERS COMPETITION

E	D	B	A	C	N	A	I	B
F	D	R	A	S	U	D	E	M
D	I	U	S	T	C	R	O	I
R	S	T	R	U	Y	K	W	S
A	N	U	C	N	F	L	G	P
N	E	S	N	T	I	U	O	O
R	Y	E	L	L	I	V	R	O
E	P	H	E	A	U	T	E	N
B	X	N	I	W	Q	D	N	S

WALT DISNEY PRODUCTIONS 1977

RE – NG

Hidden amongst the letters arranged above are the names of the characters illustrated, (Bernard, Bianca, Orville, Evinrude, Medusa, Penny, Snoops, Rufus, Brutus and Nero) and also the name "Walt Disney". The Words run vertically, horizontally and diagonally, they are also in some instances spelt backwards.

WALT DISNEY PRODUCTIONS'
THE RESCUERS CAPTION COMPETITION

WALT DISNEY PRODUCTIONS 1977

RES – CC

COMPETITIONS

WALT DISNEY PRODUCTIONS' **THE RESCUERS**
ANIMATED VILLAINS CONTEST



QUEEN OF HEARTS	CRUELLA deVILLE
CAPTAIN HOOK	MADAME MEDUSA
PRINCE JOHN & SIR HISS	BRUTUS & NERO
MALEFICENT	SHERE KHAN
STEMPOTER	THE WICKED WITCH QUEEN

SPOT THE DISNEY VILLAINS

Joining the Disney ranks of such dastardly doers of evil as Snow White's stepmother, the Queen of Hearts and Cruella De Ville, is red-haired, shrill-voiced, slouch Madame Medusa.

To announce her arrival is this especially designed contest which can be run as a promotion with your local newspaper, or can be used in a store tie-up, or as a leaflet competition.

Arranged in conjunction with a willing prize given or just for fun, it is sure to generate a great deal of interest wherever it appears.

SOLUTION

- 1 The Evil Fairy, Maleficent (Sleeping Beauty)
- 2 Prince John and Sir Hiss (Robin Hood)
- 3 Cruella De Ville (101 Dalmatians)
- 4 Captain Hook (Peter Pan)
- 5 The Witch (Wicked Queen) (Snow White and the Seven Dwarfs)
- 6 Man-eating tiger Shere Khan (The Jungle Book)
- 7 The Wicked Stepmother (Cinderella)
- 8 Queen of Hearts (Alice in Wonderland)
- 9 Mad Madame Medusa and friends Brutus and Nero (The Rescuers)

CHARACTER COSTUMES

MEET THE RESCUERS

The release of Walt Disney Productions' latest and greatest animated feature is heralded by the introduction of a brand new and particularly eye-catching troupe of character costumes.

These four larger-than-life movie stars can be used in many different ways to gain maximum media exposure prior to the opening of "The Rescuers" at your theatre, in fact, they are already fully committed for a number of months as we are receiving an enormous number of requests from go-ahead theatre and department store managers wishing to engage their services.

Therefore, if you feel these excellent publicity-getters can help promote your "Rescuers" engagement in an original, exciting or particularly worthwhile manner, get in touch with the Publicity Department, Walt Disney Productions now!



ORVILLE

A seven foot tall albatross!! Orville is the proprietor and sole pilot of 'Albatross Airways'. An aviator, of doubtful ability, he has a habit of making bumpy landings.

BIANCA

A very sophisticated lady mouse, she adores children and is dedicated to her work as a special agent for the 'Rescue Aid Society'.

BERNARD

Former janitor and handyman for the Society, he is chosen by Bianca to be her co-agent on a mission.

EVINRUDE

Evinrude is the gallant little dragonfly who emits a buzzing sound like an outboard motor. In the film, he propels the leafboat, which carries Bernard and Bianca through the swamp to Medusa's riverboat hideout.

IDEAS

RECORD STORE TIE-UPS

Arranging tie-ups with local record and music stores should present you with no problems. As already mentioned on page 7 of this campaign book, Disney records and tapes have a proven sales record. The advent of a new film such as "The Rescuers", which is accompanied by associated merchandise should be welcomed by the management of such establishments.

The music from the storyteller LP can be taped and used for in-theatre non-sync, helping to sell the film prior to your engagement.

A RESCUERS POSTER IN EVERY PRIMARY SCHOOL

If you have been reading this Campaign Book carefully, you will have noticed that 'The Rescuers' characters are helping to promote road safety in conjunction with the Royal Society for the Prevention of Accidents (page 8).

In co-operation with the 3M Company, we shall produce an educational poster related to 'The Rescuers' and also reflective arm-bands which will depict the various characters. These posters will be distributed to the 26,000 primary schools in the United Kingdom.

There will also be a schools project on the benefits of reflectiveness and a competition which will have required the participant to have seen the film. This is a golden opportunity for the Theatre Manager. You should write to the Headmaster(s) of your local school(s) informing them of your 'Rescuers' playdate. Also, organize further competitions and supply additional material to decorate walls and windows in the classrooms.

SHOPPING CENTRE PROMOTION

Contact members of your local shopping centre and arrange to hold a 'sale' around the theme of 'The Rescuers Money-savers'.

Supply participating stores with posters, stills and display boards announcing your playdate, then organize a composite page in your local newspaper (see page 18 for heading block/tie-up stills) and pronounce, "You'll find money saving offers at stores where you see the 'Rescuers' poster.

PET STORE PROMOTION

'The Rescuers' is filled with a cast of the most life-like animated personalities ever created. Contact your local pet stores and promote a real life critter as a contest prize. We can supply your pet store with posters, stills and a choice of competitions for a tie-in promotion.

INVITATIONAL SCREENINGS

The greatest excitement that can ever be generated for a motion pictures starts with the word of mouth of those patrons who have seen and enjoyed it.

One way to spark the interest and imagination of your potential audience is through invitational screenings.

Contact members from a cross-section of your community and invite them to see 'The Rescuers'. Those people whom you should especially invite are opinion makers: teachers, youth-movement leaders, local DJ's and other such personalities.

DIAMONDS AND TEDDY BEARS!

'The Rescuers' also presents a number of other promotional opportunities.

The 'Devil's Eye Diamond' features strongly in the film and here you could possibly tie-up with a local jeweller. We can supply stills which depict the 'Devil's Eye' together with the 'Rescuers' characters, and these can form the centre piece of an eye-catching window display.

Why not contact a nearby toy trader and check out their record of teddy bear sales, the manager would probably be delighted at being given the chance to tie-in with you around 'The Rescuers' theme highlighting Penny and her cuddly friend.

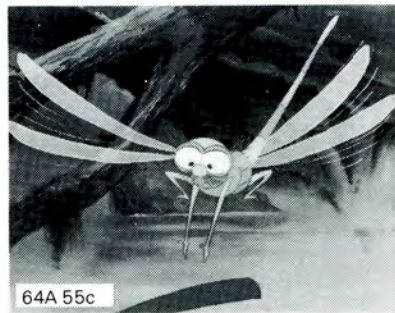
Don't forget, contact any Resue organisations in your area as promotional tie-ins with these people are a "must".

TIE-UP STILLS



64A 347c

Come down to earth at
lowest prices in



64A 55c

Buzz along to for the
best bargains in



64A 386c

There's no reason to lose your cool,
if you've got problems with
ring



64A 213c

Bring a smile to someone's face with
a card/flowers from
stationers, florists etc.



64A 394c

Capture that special moment with a
photoportrait by



64A 423c

Whoever you are and whatever your
taste, we can supply music and
instruments to suit your needs
..... music centre.



64A 626c

You'll find the gem of your dreams at
..... jewellers.



64A 628c

We can supply all usual household pets
and a few more besides
pet stores.

The Stereos illustrated on this page are available in 65 screen for use in composite advertisements or alternatively, as 10" x 8" black and white stills for use in tie-up displays.

ORDER STEREOS FROM NSS, BLACK AND WHITE STILLS FROM THE PRESS OFFICE WALT DISNEY PRODUCTIONS LTD

COMPOSITE HEADING BLOCKS 14" FOR BROADSHEET AND 9" FOR TABLOID NEWS ARE AVAILABLE FROM NSS

POSTERS



SF QUAD POSTER

DF QUAD POSTER



4 SHEET POSTER
£1.20 EACH

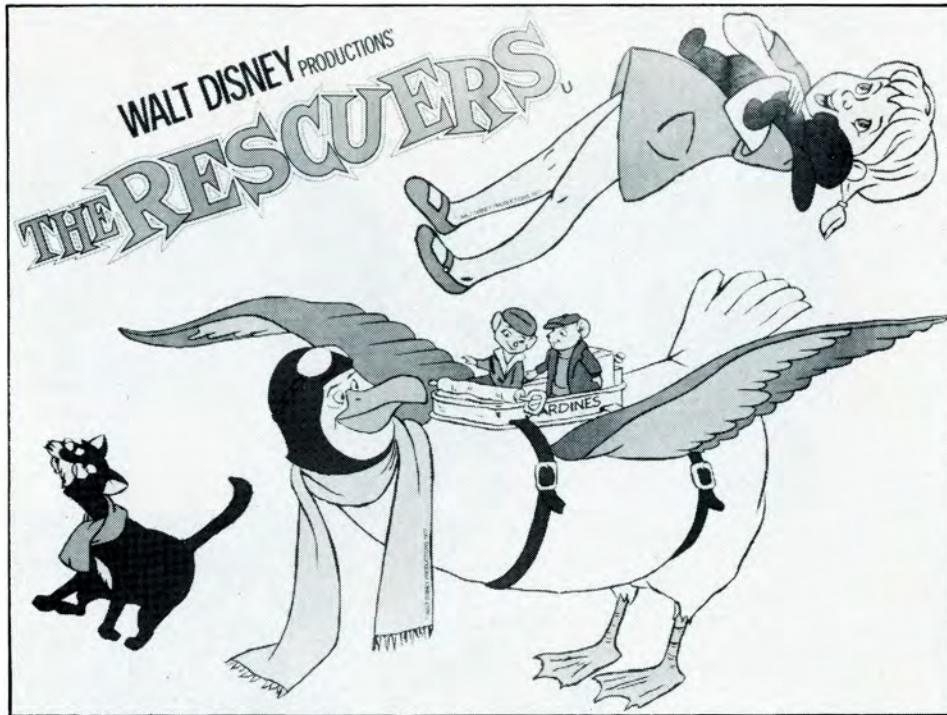
FULL COLOUR
POSTERS
FOR F.O.H.
AND AWAY
FROM THEATRE
DISPLAYS

EITHER DESIGN
QUAD POSTER 50p each



ORDER POSTERS FROM N.S.S.

POSTERS



An accessory which has many times proved itself invaluable to the Theatre Manager, the Disney cut-out quad can be utilised in a number of eye-catching ways.

- 1 Used to decorate your foyer and FOH prior to playdate, they add a touch of colour to kiosks, payboxes and blank walls.
- 2 They are very impressive when used as stickers or mounted on board in window displays.
- 3 Use them to construct giant-size mobiles; these can be used with effect, in almost all exploitative situations.

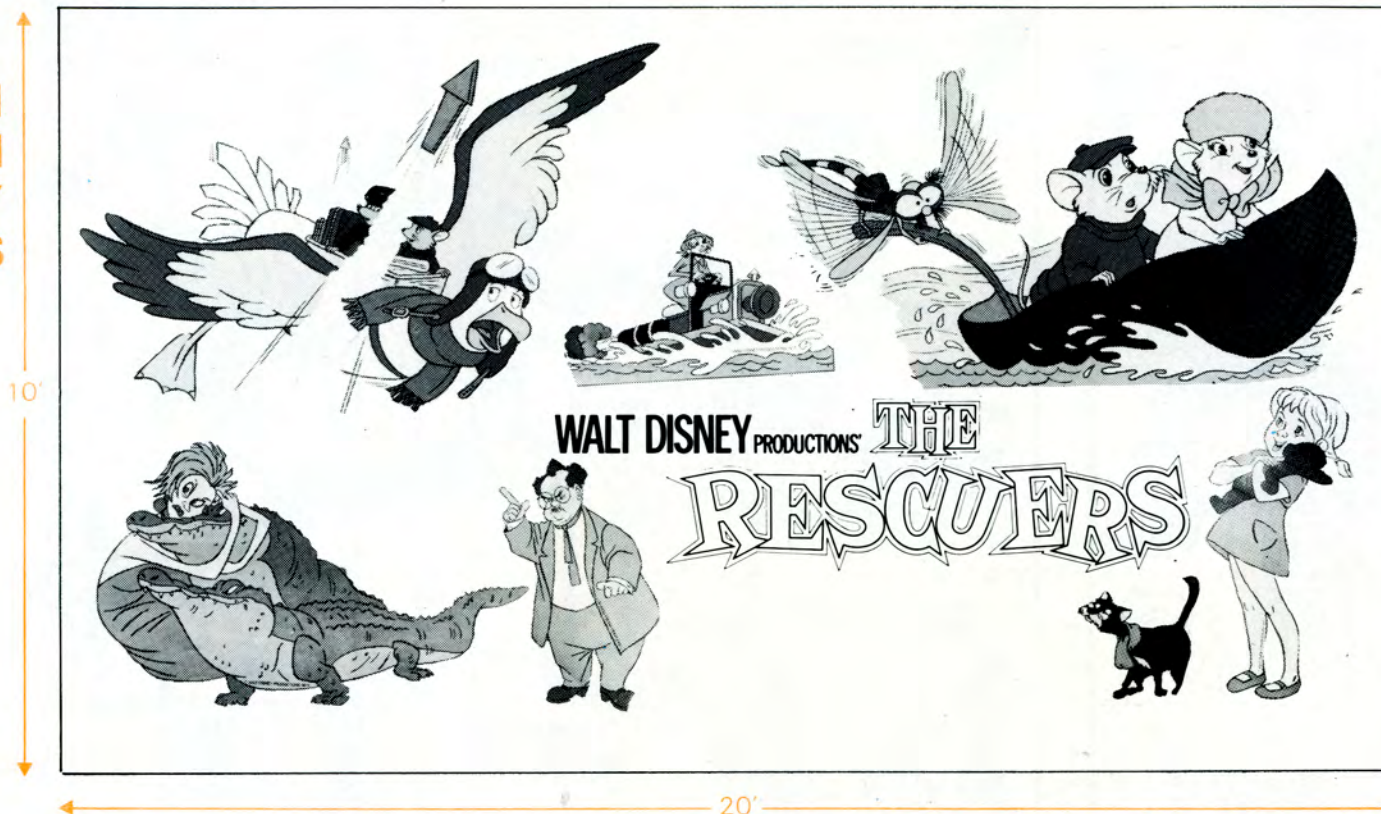
Remember that "The Rescuers" characters will become extremely well known, and that use of these cut-outs is undoubtedly one of the most effective methods of altering the public to the news of your 'Rescuers' engagement.

FULL COLOUR CUT-OUT QUADS
ORDER FROM N.S.S.



SPECIAL 48 SHEET CUT-OUT POSTER

£10 EACH
ORDER FROM
WALT DISNEY
PRODUCTIONS



GIANT SIZE,
FULL COLOUR
... CUT-OUT

When people walk past 200 square feet of poster advertising, they do not leave without having gained some impression from it!

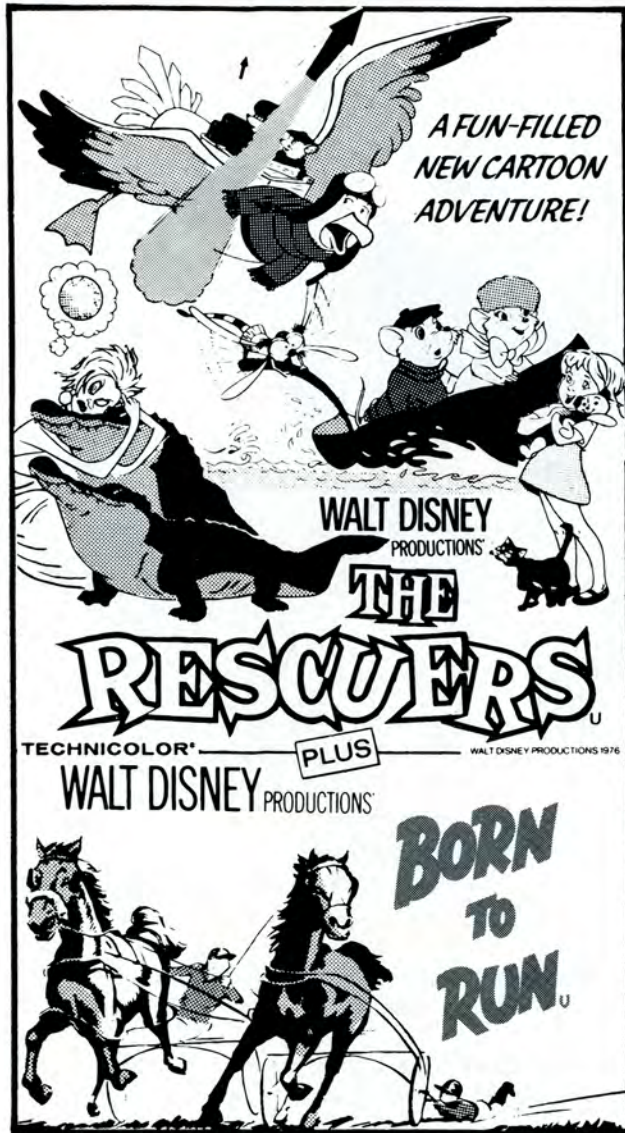
If that poster happens to be a "Rescuers" 48 sheet then it is undoubtedly good publicity for your theatre, remember just one of these advertising giants, placed in a strategic position, will be seen by a vast number of individuals.

The 48 sheet itself relies on solid, straightforward advertising to help sell seats at your theatre. There are no gimmicks, just colourful illustrations of memorable characters and a copy line which will let everyone know that "The Rescuers" is playing in your town.

The limitations of this versatile accessory do not stop there however. The design also permits its use as an enormous cut-out, its larger-than-life characters can then be used to decorate window displays, store grottos, your FOH and other 'key' places. Incidentally, they look superb mounted on polystyrene which has been cut by a hot-wire. One further idea is to use it as a backdrop in a window, displaying a whole range of "Rescuers" merchandise.

A "Rescuers" 48 sheet costs £10 but as has been our policy, if you have acquired a site of special value, we will supply it free of charge.

PRESS ADVERTISING



MAT 15.0 cm DC

This stereo is of SLADE and NGA origination

ORDER BLOCKS FROM NSS

Please check with NSS on current block prices.



MAT 12.5 cm DC

This stereo is of SLADE and NGA origination

MAT 2.5 cm DC

This stereo is of SLADE and NGA origination

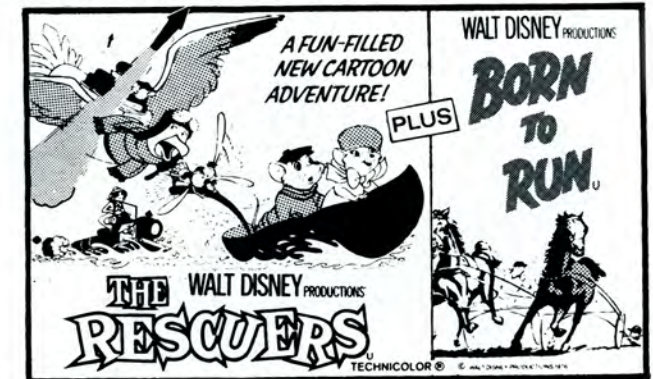


MAT 10.0 cm DC

This stereo is of SLADE and NGA origination

MAT 5.0 cm DC

This stereo is of SLADE and NGA origination



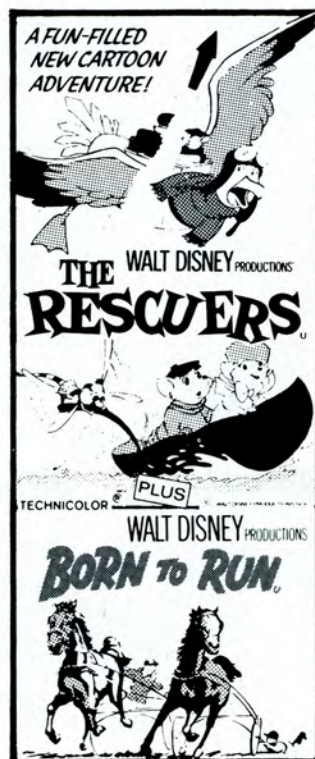
PRESS ADVERTISING



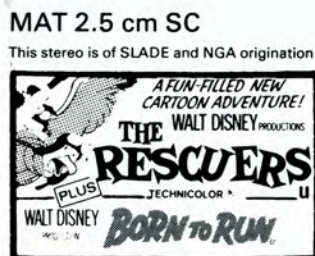
MAT 15.0 cm SC
This stereo is of SLADE and NGA origination



MAT 12.5 cm SC
This stereo is of SLADE and NGA origination



MAT 10.0 cm SC
This stereo is of SLADE and NGA origination



MAT 2.5 cm SC
This stereo is of SLADE and NGA origination



MAT 7.5 cm DC
This stereo is of SLADE and NGA origination

MAT 7.5 cm SC
This stereo is of SLADE and NGA origination

MAT 5.0 cm SC
This stereo is of SLADE and NGA origination



All standard advertising sales accessories must be ordered direct from National Screen Services Ltd, 15 Wadsworth Road, Perivale, Middlesex. Telephone 998 2851.

ACCESSORIES

COLOUR STILLS

Sets of 8 full colour 10" x 8" scenes from "The Rescuers" are available from NSS, price £1.20 per set. Use them to brighten your FOH or in tie-up and other away from theatre displays.

PRESS AND TIE-UP STILLS

Press Stills and tie-up stills (10" x 8" black and white) are available free of charge from the Press Office Walt Disney Productions.

16mm TRAILERS

16mm Trailers, containing exciting and fun filled scenes of "The Rescuers" are available from the Publicity Department, Walt Disney Productions. These are for use in away-from-theatre locations and are supplied free of charge on a return basis.

11' X 14' COLOUR STILLS

We have a limited number of these extremely usefull accessories and are prepared to supply them free of charge to exhibitors wishing to utilise them in away-from-theatre displays.

© 1977 WALT DISNEY PRODUCTIONS. The material contained in this campaign booklet is intended for use by exhibitors in the direct advertising, publicising and exploitation of "The Rescuers".

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The permission to reproduce artwork herein contained is granted upon the understanding that the proper copyright notice be affixed. No other use of material may be made without prior written authority from the copyright proprietor.

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Competitions	NSS	pages 13, 14 and 15
Merchandise Licensee List	Walt Disney Productions	page 11
Cut-out Posters	NSS	page 20
SF Quad	NSS	page 19
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4 Sheet Poster	NSS	page 19
48-Sheet Poster	Walt Disney Productions	page 21
Press Ads	NSS	pages 22, 23
Stereos	NSS	pages 5, 8, 9 and 18
Story in Pictures	NSS	pages 6, 7
Stills B/W	Walt Disney Productions	page 24
Stills Colour 10' x 8'	NSS	page 24
Stills Colour 11' x 14'	Walt Disney Productions	page 24
Synopsis, Cast, Credits	NSS	pages 3, 4
16 mm Trailers	Walt Disney Productions	page 24
35 mm Trailers	NSS	

With the compliments of **WALT DISNEY PRODUCTIONS LTD.**

68 PALL MALL, LONDON SW1Y 5EX

Telephone: 01-839 8010; Telegrams WALTDISNEYLONDON; Telex 21532