

Kiss And Tell

(NAPSA)—Movie seats, it seems, become love seats as Americans get close at the movies. According to a recent survey, nearly half of adults (45 percent) want to get close to their partner or spouse while watching a movie, and the majority of Americans (67 percent) have kissed a date while out at a movie.

Romantic movies are America's favorite films to watch when getting close—more than half (54 percent) opt for a romantic comedy or drama. Surprising to many, more men than women (38 percent vs. 32 percent) go for a romantic comedy when they want to get connected with a significant other. Some advice: Skip the horror films when on a date since fewer than 10 percent of women would choose that genre for getting close.

The national survey was conducted to determine the romantic connection between Americans and the movies. The survey helps mark the world's largest traveling outdoor movie festival, the Lever 2000 and Loews Cineplex "Movies in Motion" national tour.

"The movies have always been America's favorite place for entertainment but they are also a great place to get close," said Paul Gilmartin, host of the tour and co-host of TBS Superstation's *Dinner & A Movie*.

Before making your move, at the movies or anywhere, however, it may help to get close with a bar of deodorant soap or a body wash such as Lever 2000. Nearly half of all Americans agree body odor is the biggest turn-off from physical contact with a date during a movie.

Get Close and Connected

Lovebirds nationwide will have a prime opportunity to get close at the "Movies in Motion" tour. In each of 15 cities, an 18-wheeler

Isn't It Romantic?

Kiss and Tell: 67 percent of Americans have kissed while out watching a movie, according to the latest Lever 2000 survey on romance and the movies.

Leading Lady: Halle Berry. Among Hollywood actresses, nearly one in five men (17 percent) named Halle Berry as the leading lady with whom they most want to get close and connected. Julia Roberts came in a close second (16 percent) and Jennifer Lopez finished third (12 percent).

Leading Man: Harrison Ford. Harrison Ford topped the list of Tinseltown actors with whom women want to get close and connected, nabbing 22 percent of the vote. Denzel Washington came in second at 12 percent, while Brad Pitt and Pierce Brosnan tied for third (10 percent).



"movie trailer," movie screen and phenomenal 10,000 square foot tent will transform into the "Movies in Motion" Theatre Complex. Moviegoers can enjoy films with friends and family—from special pre-screenings to recent releases and classic movies.

In addition to great movies, the tour offers a variety of fun, interactive, movie-related activities for the entire family. Festival-goers can be part of movie magic in the "Moments of Closeness" Trailer, featuring movie trivia, premiere trailers of upcoming summer blockbusters and the "Red Carpet Room" where fans can digitally "meet" their favorite stars and take home a commemorative photo.

For more information about the tour, go to www.moviesinmotiontour.com.