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**NEWS**

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**SILENT SCREEN STAR RETURNS!  
50TH CHICAGO INTERNATIONAL FILM FESTIVAL PRESENTS  
SCREENING OF A LIFETIME:  
“WHY BE GOOD?”  
STARRING FESTIVAL CO-FOUNDER COLLEEN MOORE**

**Rediscover this 1927 classic, restored with original score, Sunday, October 19**

**CHICAGO, IL (October 17, 2014)** – The final weekend of the 50th Chicago International Film Festival will offer a rare movie event, **“Why Be Good?” Sunday, October 19, 5pm, at AMC River East (322 E Illinois St.). Fully restored with the original score**, the top box-office draw of 1927 stars Chicago’s own Colleen Moore (1899-1988), not only one of the great comediennes of the silent screen era but also co-founder of the Chicago International Film Festival. Long thought lost and now having its North American premiere, the film is a delightful jazz-age romp about a poor flapper girl with a bad reputation whose wealthy beau puts her virtue to the test.

In the early 1960s, **Founder and Artistic Director of the Festival Michael Kutza** was pursuing his dream of a Chicago home for the appreciation of international film. Legendary “Chicago Sun-Times” columnist (and early Festival supporter) Irv Kupcinet introduced Kutza to Moore, by now the queen of Chicago society. Moore traveled with Kutza to the major European film festivals, supported and helped launch the Festival when Kutza founded Cinema/Chicago in 1964, and remained involved with the Festival throughout her life. On the 50th anniversary of the Chicago International Film Festival, the history, talent, and joy of Moore’s contribution shine as one of cinema’s most enduring gifts.

“This is the chance of a lifetime to watch a local girl who made good,” said film historian **David Robinson**, who will present the film. “Tragically, most of Moore’s films were destroyed through archival neglect, but the rediscovery and restoration of her last silent film, the sizzling jazz-age comedy ‘Why Be Good?’ is a major film event.”

**“Why Be Good?” (Director William A. Seiter)**—A sheer delight for any modern audience, the film stars Colleen Moore as Pert, a flapper whose wild behavior belies her unassailable virtue. In a roadhouse she meets and falls for a boy who turns out to be Peabody Jr., her boss’s son. Peabody Sr. is shocked, but Junior puts Pert’s virtue to a test, which she passes triumphantly. Throughout the film, Moore dances and parties with great energy in stylish art-deco settings. The original Vitaphone score, brilliantly restored in Italy in collaboration with Warner Bros, is a glorious celebration of 1920s music, with such jazz greats as Jimmy Dorsey, Phil Napoleon, Joe Venuti and Eddie Lang.

## **Festival Passes, Ticketing and Theater Information**

### **Pass options include:**

Moviegoer (10 regular admissions): \$100 for Cinema/Chicago members, \$130 for non-members

Passport (20 regular admissions): \$190 for Cinema/Chicago members, \$240 for non-members

### **Individual ticket prices:**

Regular films: \$11/members, students\*, and seniors\*; \$14/non-members (\*with valid ID)

Weekday matinees (films only): \$7 tickets, Monday-Friday through 5:00pm

10 after 10: \$10 tickets, every day after 10:00pm

Special Presentations: \$16/members, \$20/non-members

Tickets and passes can be purchased online at [www.chicagofilmfestival.com](http://www.chicagofilmfestival.com), by calling 312-332-FILM (3456), or in person at the Festival Box Office at AMC River East 21 (until October 9: 7 days a week, noon – 8:00pm; October 10-23: tickets will be on sale one hour before the start of the first show until the start of the last show).

Festival screenings will be held at the AMC River East 21 Theater (322 E. Illinois St.).

For the full schedule and ticketing information, visit [www.chicagofilmfestival.com](http://www.chicagofilmfestival.com)

## **FESTIVAL SPONSORS**

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## **ABOUT CINEMA/CHICAGO**

Cinema/Chicago, the presenting organization of the Chicago International Film Festival, is a not-for-profit arts and education organization dedicated to encouraging better understanding between cultures and to making a positive contribution to the art form of the moving image.

The 50th Chicago International Film Festival runs October 9-23, 2014.

[www.chicagofilmfestival.com](http://www.chicagofilmfestival.com).