

PRESS RELEASE #10 - MIDAMERICON II BRINGS THE FORCE BACK TO KANSAS CITY

MidAmeriCon II, the 74th World Science Fiction Convention
Kansas City, MO
August 17-21, 2016

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FOR IMMEDIATE RELEASE

Monday, June 27, 2016

Kansas City, Missouri, USA - MidAmeriCon II is pleased to announce that it will be celebrating *Star Wars* with special guests, programming and exhibits on Friday, August 19.

MidAmeriCon II's "Star Wars Day" will take place exactly forty years after the first MidAmeriCon hosted just the third public presentation to be made about a then little known upcoming movie. Nine months before the May 1977 release which changed the world of cinema forever, advertising publicity supervisor Charles Lippincott presented the Worldcon members with a slide show promoting *Star Wars: Episode IV, A New Hope*. This was followed by a Q&A session where Charles was joined by actor Mark Hamill and producer Gary Kurtz.

MidAmeriCon II is delighted to announce that Charles Lippincott and Gary Kurtz will once more be attending a Kansas City Worldcon to talk about the *Star Wars* phenomenon, along with Alan Dean Foster who ghost wrote the original *Star Wars* novelization (and more recently, wrote the novelization of *Star Wars: The Force Awakens*).

During the afternoon of August 19, Charles, Gary, and Alan will take part in a panel and Q&A session to discuss the marketing of *Star Wars*. In the evening, Charles will recreate the original MidAmeriCon slide presentation and participate in a further Q&A session. There will also be an opportunity to watch a contemporary video of the original 1976 Q&A session.

These events will provide a unique insight into the way that *Star Wars* was presented and talked about before it became the worldwide phenomenon we know today.

Charles Lippincott will also be re-creating the associated special exhibit which was presented in 1976 at MidAmeriCon. This will use a combination of reproductions alongside original, contemporary props and other materials associated with the film.

The *Star Wars* events and exhibit will be open to all MidAmeriCon II attendees, subject to room capacity. Single day memberships for Friday, August 19, are available for \$70 from the MidAmeriCon II website. Full five day adult memberships are available for \$210.

For more information, see www.midamericon2.org/home/whats-happening/main-events/star-wars-day/.

ENDS

MidAmeriCon II is the 2016 World Science Fiction Convention ("Worldcon"). The first Worldcon occurred in New York City in 1939 and Worldcons have been held annually since then except for 1942-45 when there was no event due to World War II. MidAmeriCon II's Guests of Honor are Kinuko Y. Craft, Patrick and Teresa Nielsen Hayden, Tamora Pierce, and Michael Swanwick. MidAmeriCon II's Toastmaster is Pat Cadigan.

For more details about the convention or to purchase memberships, visit www.midamericon2.org. Send press questions, or requests to be removed from the MidAmeriCon II press release mailing list, to press@midamericon2.org. Send general queries to info@midamericon2.org. "World Science Fiction Society," "WSFS," "World Science Fiction Convention," "Worldcon," "NASFiC," "Hugo Award," the Hugo Award Logo, and the distinctive design of the Hugo Award Trophy Rocket are service marks of the World Science Fiction Society, an unincorporated literary society. MidAmeriCon II is sponsored by MASFFC, Inc., a 501(c)(3) organization.

BIOGRAPHIES (additional information available at www.midamericon2.org/home/whats-happening/main-events/star-wars-day/).

Charles Lippincott (Marketing Director)

Surrounding the release of the original Star Wars in 1977, Charles Lippincott was hired by George Lucas's production company, Lucasfilm Ltd., as marketing director for *Star Wars*. He was also the marketing director for such films as *Alien* and *Flash Gordon* as well as *Judge Dredd* (which he also produced).

Gary Kurtz (Producer)

Gary Kurtz producing credits includes *American Graffiti* (1973), *Star Wars* (1977), *The Empire Strikes Back* (1980), *The Dark Crystal* (1982), and *Return to Oz* (1985). Kurtz also co-produced the 1989 science fiction adventure film *Slipstream*, which reunited him with *Star Wars* star Mark Hamill. He has been active in all areas of the film and television industries for the last fifty years. He brings a tremendous amount of experience, technical expertise and creative energy to Random Character Pictures.

Alan Dean Foster (Author)

Alan Dean Foster's fiction spans hard science-fiction, fantasy, horror, detective, western, historical, and mainstream literary genres. He has also written numerous non-fiction articles on topics ranging from film and science to scuba diving. Foster's film novelizations include *Star Wars*, the first three *Alien* films, *Alien Nation*, *The Chronicles of Riddick*, *Star Trek*, *Terminator: Salvation*, and two of the *Transformers* films. His novel *Shadowkeep* was the first ever book adaptation of an original computer game.