

and acted in *Benchwarmers* and since then has done a bunch of things. A couple movies with me, this one now. He's an example of how you break in. Funny is funny. He's working on this movie with us as an actor and writer, so the squad keeps expanding.

With YouTube, does it seem like the way comedians break out has evolved?

I think so. There's a writer I've been working on a couple things with, he and his buddies have a mini-short film company and they're always doing little three and four minute films. They introduced me to Internet short film contests. For somebody who wants to be a comedy writer, a comedy director, a comedy performer, it's a good and cheap way to get your product out there and get seen. It's better than just working at the comedy clubs.

Post-*I Now Pronounce You Chuck and Larry*, have you become the unofficial gay marriage expert at dinner parties?

I haven't, but I'm a huge proponent of letting anybody who wants to get married get married. I don't understand what all of the fuss is about. It doesn't threaten me in any way. And I think the more people can be happy in this world, the better the world is going to be. I'm all for tolerance.

On a similar note, I think *You Don't Mess with the Zohan* is going to be unveiled as a smarter and more sophisticated film than it was given credit for when it first came out.

I understand that we got a really good review from the New York Times. I don't read reviews, but I understand it was a thoughtful review, which is nice. Comedies don't get awards; comedies are not thought of as sophisticated films. But I would say that the amount of work and thought that goes into a comedy is equal to or greater than the work that goes into a drama. Adam thought it was a very big, very serious subject that, if we treated it in the right way, might make the idea of peace and tolerance more accessible to people who normally wouldn't think that it's a subject for comedy.

Right now, you're in Maui shooting *Just Go With It*—how do you keep your mind on your work?

It's beautiful. Just beautiful. I can't lie to you—even though we're working like crazy, it's great. We've been working nights, so you just try to keep your eyes open and on the task. And have a five-hour energy drink in your left hand. Maui would be an awesome place to live, but I can't do it. It's too relaxing.

Nicole Kidman is a great comedienne and it's been a while since she's had a chance to show that off. I'm curious about the rest of the cast—there's such a range: Dave Matthews, Heidi Montag. Jennifer Aniston hasn't had a comedy script that's played to her strengths in years.

Adam and Jennifer together is magically wonderful. They just get each other. When they start improvising, it's just thrilling. I've always thought that she was one of the absolute best: she can do comedy, she can do drama, she can do anything. I was very excited to have a chance to work with her, and she has met and exceeded my expectations by miles. She's always in the moment, always prepared, always completely professional, and just as funny and charming and witty and sexy as anybody can be. And Nicole, she's a wonderful actress who does stuff you don't expect. She doesn't do the obvious. She does little quirky readings and you go, "Oh my gosh—I didn't see that there." And so professional. Every phone call, every interaction I've had with her, she's delightful. Dave Matthews is a terrific guy, a buddy of Adam's for a long time. He first did a little bit in *Chuck and Larry*, and then a bigger bit in *Zohan*—both of them real character-y parts. This time, he plays Nicole's husband. Here's a guy who plays to stadium-sized crowds and he's doing his scene last night and he goes, "I'm so nervous! Look who I'm standing on the set with." It's those three and Dave. I said, "Dave, you kill—you sell out the Hollywood Bowl and you're not nervous. This is nothing, just look at them and talk." He's playing a straighter part, a regular human being instead of some whacked-out character, so he's got to be more vulnerable than he's used to being. But he did great. He's a very funny guy, terrific, hangs around the set even when he's not filming. There's nothing bad I can say about my experiences. Right now I'm in Hawaii looking out over the ocean, and everything is beautiful. ■

BIG PICTURE > PROMOTION

REUNITED AND IT FEELS SO GOOD

Dust off that polyester tux and get goofy

Adam Sandler and the gang are as close to comedy for all ages as it gets: everyone from preteens to, well, *Grown Ups*, ponies up for his charm. High schoolers who went cuckoo for *Billy Madison* are now old enough to have their own overgrown kids, even if Sandler himself doesn't seem to have aged at all.

Since *Grown Ups* tracks five friends who reunite after thirty years, it's a friendly time for you to get nostalgic. Mount a wall and invite your staff to post a favorite, funny childhood photo, which will trigger your audience to think of your theater as family. Take the project online and get patrons to post shots of their own hilarious fashions and hair-dos. The popularity of blogs like *MyParentsWereAwesome.com* proves there's an appetite for snickering—and sharing—retro photos.

Here's an event idea: as *Grown Ups* debuts just weeks after prom season, give your patrons an excuse to slip back into their taffeta and ties. Host a prom at your theater and give a free soda (spiked flask optional) to ticket holders who promenade in a flouncy dress or suit—the more dated and dug-out-of-Goodwill, the better. String balloons and streamers and be sure to get a good shot in the local paper or on your website—and if you want to really get your presence on Facebook, set up a prom portrait photo station at the entry with your name on the backdrop and post the photos on your website. It's guaranteed people will want to repost their hilarious glamour shot, and you can even up the ante with a rack of two or three ridiculous thrift store dresses and jackets they can borrow. Also scout your local high schools to see if any reunion committees want to use your theater to host a pre- or planning event. Tie your theater's name to Sandler's latest hit and make some sweet, sales-boosting memories.