



DISNEY/PIXAR & MATTEL TOYS RELEASE EXCLUSIVE INTERVIEW WITH TOY STORY 3 STAR KEN

“Ken is a really passionate and emotional guy and he digs that Barbie is such a formidable woman” – Michael Keaton

Disney/Pixar and Mattel Toys have unveiled an exclusive behind-the-scenes interview with heartthrob and star of new Toy Story 3 movie Ken.

Ahead of his starring turn in the highly anticipated three-quel, which opens in cinemas across the UK on 21 July 2010, Ken talks about his new role in the movie as well as what life is like for the world’s favorite bachelor.

According to Director Lee Unkrich, *“The idea of putting Ken in the film just felt rife with comic potential. Ken is a guy who is ostensibly a girl’s toy, and he’s also really nothing more than an accessory for Barbie. He is no more important than a pair of shoes or a purse. We figured he had to be pretty insecure about those things, and tried to tap into that as much as possible. He’s really into clothes, being the ultimate fashion maven. He wears a different outfit in every scene in the movie.”*

Barbie meets Ken; is this a Toy Story Love Story?

Michael Keaton provides the voice of Ken, a character he connected with from the start. *“He’s fantastic,”* says Keaton. *“I love this guy. He’s emotional. He’s crazy about Barbie and he’s got a lot of outfits—a lot of outfits.”*

One of the true highlights of *Toy Story 2* was the introduction of *Barbie*. In *Toy Story 3*, she takes on an even greater role and meets the man of her dreams when she encounters Ken at *Sunnyside Daycare*. Like all great screen romances, this relationship has its share of challenges, but this one takes on some particularly fascinating twists and turns.

Mattel will release a Barbie & Ken Toy Story 3 Gift Set to commemorate the moment the world’s most famous toy couple met. Barbie is sporting her glamorous dazzling blue all-in-one workout leotard, finished with pink leg warmers. Meanwhile, style-

conscious Ken looks dapper in a key look from several costume changes from the movie – a suave blue outfit complete with matching scarf and deck shoes.

“It’s impossible not to have fun with Ken and to take him as far as you can,” says story supervisor Jason Katz. *“He’s this wonderfully insecure kind of guy. We’ve played him as a mid-eighties California beach guy who’s very handsome but incredibly shallow and awkward. And I think Michael Keaton has a way of playing that which is so awesome.”*

The first *Toy Story* film was released in 1996 and a phenomenal success. Now fifteen years later, the toys are back as we see the return of some of some of the most well known toys in the world as well as some new ones.

