

STARS IN THEIR EYES

Thousands flock to Orange Bowl to root for fictional football team.

DIEGO. BUÑUEL

Staff Writer

MIAMI — For one day, about 7,000 people from throughout South Florida packed the Orange Bowl stadium and cheered for a team they had never heard of, the Miami Sharks.

The team is from Hollywood — not the city south of Fort Lauderdale, but one of Los Angeles' districts — and its star power rivals any of the National Football League's lineups.

The head coach is Al Pacino, the team owner is Cameron Diaz and their top player is Dennis Quaid. All are working on director Oliver Stone's latest movie, *On Any Given Sunday*.

"It's a big film that tells many stories," said publicist Michael Singer. "But it's basically the story of the people involved in a professional football team."

And unlike most games, there were more film buffs in the stands than football fans, but everyone in the crowd rooted for the Miami Sharks in thundering bursts of "Go Sharks."

The day started early for most people as they lined up in front of the stadium about 8:30 a.m., hoping to see stars, eat free food and win prizes.

For the past week and a half, Tina Kerr, the crowd promotions director for the movie, triggered a media blitz on South Florida's radios and Hispanic newspapers, inviting 10,000 people to be part of a movie shoot.

"I developed a systems that makes people come," said Kerr, who also did it for the films *Varsity Blues* and *Water Boy*. "But there is always the fear that no one will show up."

To attract a crowd, the film offered video cameras, computer games, \$2,500 in cash and a Toyota Camry, but many in the stadium said they just thought it would be a great time.

"This is a great experience for my kids," said Susan Snyder, 41, of Hollywood, who came with her two daughters. "It's important for them to learn that movies are make believe. That what they see on TV isn't always real."

But Snyder's 15-year-old daughter Jill said she really wanted to be here to end up on camera.

"When the movie comes out, I am taking my friends to see it, and I'll say, 'This is me there ... somewhere,'" Snyder said.

But some kids from a Florida City youth program thought that they were going to end up on camera, with dialogue. They even bought new tennis shoes.

"We woke up a 5 a.m. and came here in a Greyhound bus. We got new Nikes, but we are just in the crowd," said Jolene Boni, 15. The celebrities did come out during the day, prompting cheers from the crowd. Cameron Diaz thanked everyone for showing up.

In the sun for four hours, Brian Florence, 31, of Miami Lakes, said he finally realized how movies were made.

"It's pretty boring," Florence said. "There is a lot of waiting, and for one minute of filming it takes an entire day. It's not as easy as I thought it was."