

LASTING FRIENDSHIP

BEST FRIENDS FIND INTERNATIONAL SUCCESS BY SHARING LAUGHS AND FILM CREDITS





Seth Rogen and Evan Goldberg met in bar mitzvah class in Vancouver, B.C. when they were 12 years old. By the time they were 13, they were writing their first feature comedy film, *Superbad*. Two decades later, they're known as the writing, directing and producing powerhouse team behind some of the most successful movies and TV shows of the 2000s.

"We shared a lot in common. We loved comic books, which are kind of like movie storyboards, and we both loved movies," says Goldberg, recalling the beginning of what's transpired to become an enduring and productive friendship.

They also watched movies together, taking advantage of the seven-day rental deals at the Blockbuster and Rogers video stores in their Vancouver neighbourhood. It proved to be a valuable film education: "We watched a bunch of crummy movies and realized we could probably do this," Goldberg says.

Living in Hollywood North also made it feel attainable: "In Vancouver there's a big film infrastructure," says Rogen. "It seemed like if they're filming movies in our high school, maybe we could write a movie."

Rogen also started doing comedy stand-up as a teen and is as prolific in his parallel career as an actor as he is making movies with Goldberg, while Goldberg is happiest behind the scenes.

In 1999, Rogen landed a role in producer Judd Apatow's noteworthy TV series, *Freaks and Geeks*. Apatow became a mentor to Rogen and Goldberg, working closely with them on their earliest film credits, including *Knocked Up*, *Superbad* and *Pineapple Express*. "He taught us a great deal about comedy," Goldberg says.

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Although Rogen and Goldberg went on to produce their own movies, learning from Apatow was an important part of their process: "A nice lesson, and what we try to do as well when we produce movies, is always let the writer decide what to do," Rogen says.

Their work continues to be grounded in their Canadian identity. Their production company is named Point Grey Pictures after their high school. They shoot in Canada whenever possible, and of course their Vancouver experience is forever immortalized in *Superbad*, which is about two teens named Seth and Evan. "We're heavily influenced by our upbringings in Canada," Rogen says.

The duo doesn't have a secret formula to their success, other than pursuing something you want to do and persevering: "In this day and age, you can make a movie, you can make a TV show," Goldberg says. "The key is to finish what you start."

"I appreciate the fact I have a job I love. I still work with my best friend from bar mitzvah class," says Rogen. "I spend my days doing what I want to be doing with the people I like. It's incredibly satisfying."

Rogen and Goldberg are working together writing new film projects they plan to also direct. "We have other big plans that will hopefully make Canada a better place," Goldberg says. Reflecting on their induction into Canada's Walk of Fame, he adds: "We're so proud of what Canada's doing in the world."

"IT'S A REAL HONOUR, SPELLED WITH A U"
- SETH ROGEN