

## 2011 Toronto

### International Film Festival

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## Celebs come out for '50/50'

**Pic preems at Toronto fest**

By DAVE MCNARY

The subject of death deserves some humor, according to "50/50" star Joseph Gordon-Levitt.

"It's certainly good to laugh about it," the thesp noted at Monday's night's premiere at the Ryerson Theater during the Toronto Film Festival.

The Summit drama-comedy, penned by Will Reiser, is inspired by Reiser's own experience with surviving cancer. Gordon-Levitt credited Reiser with helping him and castmates confront the awkwardness of such situations.

"Will was there and that made it easy," he added.

The scribe was asked during an upbeat post-screening Q-and-A if the doctors in the film were as tactless as those in his own life when they revealed bad news.

"Not all doctors are that bad," he said, evoking laughter. "I'm not naming names."

Seth Rogen said Reiser's presence was humbling. "Little Will got sick and now he's fine and we made a fuckin movie!" he proclaimed.

Summit co-topper Rob Friedman was in a lighthearted mood at the post-preem bash at La Brassaii, sponsored by BlackBerry. "I think this is an exceptionally smart film," he noted.

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