



KDC FILMS PRESENTS

BILL COORS

THE WILL TO LIVE

PRODUCTION INFORMATION

Cast: Bill Coors, Scott Coors, Kieran Goodwin, Joey Kidney, Candice Jones, Amy Lee, Maddie Lymburner, GraceAnne Parks, Brooke Stocks

Directed by: Kerry David

Produced by: Kerry David

Executive Produced by: Bill Coors, Scott Coors

Written by: Bill Coors, Kerry David, Margo Hamilton

Cinematographer: Ty Bradford

Edited by: Mark Zambrano

Original Score by: Gunnard Doboze

Release Dates: New York City (Oct. 5), Los Angeles (Oct. 12)

Genre: Documentary

Running Time: 90 Minutes

Not Rated

Language: English

Production Company: KDC Films

Filming Locations: Golden, Colo.; Denver; Los Angeles; New York; Minnesota

Tech Specs: RED Epic Redcode, Multi Cameras, Sony A7sii, Canon 5D

Tagline: *One Man's Historical, 102-Year Journey and a Legacy of Mental Health*

Logline: Having recently observed his 102nd birthday, beer-brewing titan Bill Coors looks back on a history-making life, his struggle to overcome heart-wrenching adversity and shares an extraordinary legacy of a 25-year, personal journey to achieve emotional wellbeing.

Short Synopsis: Having recently observed his 102nd birthday, beer-brewing titan Bill Coors – along with family, friends, associates and admirers – look back on one man's struggle to overcome heart-wrenching adversity and his historic contributions not only to industry, but to top-secret military efforts in WWII, the environment, holistic and mental health (a 25-year, personal journey), GBLTQ rights and a philosophy of tolerance and self-love. How one man not only witnessed a century of history, but helped make it ... and today shares an extraordinary legacy of overcoming depression and anxiety to achieve emotional wellbeing.

Awards: "Best Documentary," 2018 **Impact Docs Awards**; "Best Documentary Feature" and Special Mention for "Best Female Director, Feature Documentary," 2018 **IndieFest Film Awards**; Nominated, "Best Producer" Queen Palm International Film Festival, Finalist "Best Documentary" **Regina International Film Festival** and an official selection of the

2018 American Documentary Film Festival, 2018 Vail Film Festival, 2018 Out of the Can Film Festival, 2018 Moving Parts Film Festival, and 2018 Webdance Film Festival.

FULL SYNOPSIS

Having recently observed his 102nd birthday, William K. Coors – grandson of Adolph Coors (1847-1929), the orphaned, immigrant founder of Colorado-based Coors Brewing Company – was born Aug. 11, 1916. Woodrow Wilson was president, it was the brink of World War I and Colorado had recently enacted statewide prohibition. He met Albert Einstein and not only witnessed a century of formulative U.S. history unfold but enormously influenced it.

Widely recognized as an overachiever in all pursuits and a workaholic titan of industry (only fully retiring in 2016 at age 99), who grew the Coors family business from a local brewery to an internationally celebrated brand and Fortune 500 company, many are unaware of Coors' broader contributions to America's societal fabric.

"At the age of 100, you've seen and heard just about everything," philosophizes the unassuming and affable Coors, who struggled to overcome a devastating family legacy of mental illness, unhappiness and suicide, then shared his pioneering achievements to help others.

The once-accomplished athlete remains astonishingly agile mentally as he and a wide circle of family, friends, associates and admirers revisit an extraordinary legacy of progressive contributions not only to industry and country – playing a historic role as part of the military's top-secret WWII program, "The Manhattan Project" – but to the environment and revamping societal norms.

In 1959, Coors introduced and popularized the pop-top aluminum can to a mass audience and, in the process, effectively invented recycling. Additionally, he led a holistic health movement to overcome the stigma and lack of resources for those with mental health issues; and worked to proliferate a philosophy of tolerance and self-love, including championing LGBTQ rights and embracing his son, Scott, who came out when his father was in his 70s. Heir apparent to one of the brewing industry's premiere families, Scott agonized over revealing his sexuality, yet the response from his father was overwhelmingly positive.

"My father made this film as a legacy, to continue his contributions to the cause of improving mental health and social tolerance in our society," says Scott, who appears in the film. "While we've made great strides since my dad grappled with these issues in his youth, a 25-year personal struggle, there is still a long road to travel. Working with kids who are struggling to give them the supportive foundation he didn't have has been one of my father's life-long passions."

Growing up in a strict and unyielding family, Coors' cold and distant father, Adolph Jr., dictated a "planned destiny" for his son, who bowed to his will, seeking but never receiving his critical father's approval. Excelling at Princeton academically and in sports, he went on to lead the family business to unprecedented heights, living a life of tremendous privilege, success and accomplishment.

But his life was also one marred by great personal adversity, tragedy and loss – including the deaths of his first wife and two children and the kidnapping-murder of his older brother – as well as crippling depression, the unfortunate, biological legacy of his grandfather who committed suicide during Prohibition, as the Great Depression loomed.

Having lost "The Will to Live" and finding no help or answers within the traditional medical community at that time, Coors eschewed prescription drugs and refused to continue self-medicating with alcohol, instead embarking on a 25-year

journey to naturally overcome depression and despair ... and, in the process, launching a revolutionary, holistic approach to health and integrative medicine embraced to this day.

RUNNING TIME

93 MINUTES

DIRECTED BY

KERRY DAVID

WRITTEN BY

BILL COORS / KERRY DAVID / MARGO HAMILTON

PRODUCED BY

KERRY DAVID

EXECUTIVE PRODUCERS

SCOTT COORS & BILL COORS

PRODUCTION COMPANY

KDC FILMS

EDITED BY

MARK ZAMBRANO

COMPOSER

GUNNARD DOBOZE



WINNER
OUT OF THE
CAN FILM
FESTIVAL
2018

WINNER!

“Best First Time Director”
Documentary Feature
Out of the Can Film Festival
Derby, England



WINNER
AWARD OF EXCELLENCE
IMPACT
DOCS
AWARDS®

WINNER!

“Award of Excellence”
Best Documentary Feature
Impact Docs Awards



WINNER
AWARD OF EXCELLENCE
IndieFEST
Film Awards

WINNER!

“Award of Excellence”
Documentary Feature
IndieFest Film Awards



WINNER
AWARD OF EXCELLENCE
SPECIAL MENTION
IndieFEST
Film Awards

WINNER!

“Award of Excellence Special Mention”
Best Female Director
Documentary Feature
IndieFest Film Awards



NOMINATED
BEST PRODUCER
QUEEN PALM
INTERNATIONAL FILM FESTIVAL
AUGUST
2018

NOMINATED

“Best Producer Feature Film”
Queen Palm International
Film Festival, 2018



OFFICIAL SELECTION DOCUMENTARY
FEATURE FILM
Moving Parts
Film Festival
2018

FINALIST

Moving Parts Film Festival,
Hollywood 2018



OFFICIAL SELECTION
RIFFA - Regina
International Film
Festival and
Awards
2018

OFFICIAL
SELECTION

Regina International
Film Festival, Canada 2018



OFFICIAL
SELECTION
AMERICAN
DOCUMENTARY
FILM FESTIVAL
2018

OFFICIAL
SELECTION

American Documentary
Film Festival 2018



OFFICIAL SELECTION
VAIL
Film Festival
2018

OFFICIAL
SELECTION

Vail Film Festival 2018



OFFICIAL SELECTION
webdance
film festival
2018
OFFICIAL SELECTION

OFFICIAL
SELECTION

Webdance Film Festival 2018



OFFICIAL SELECTION
8° Kalat Nissa
Film Festival
2018

OFFICIAL
SELECTION


8 Degrees Kalat Nissa
Film Festival 2018

ABOUT KDC FILMS

Launched in 2010 by award-winning filmmaker Kerry David, KDC Films is a consulting and production company that makes Impactful Films That Inspire; writing, producing and directing documentaries, feature films, shorts and PSAs for socially relevant causes, political entities and non-profits. Current projects include *Bill Coors: The Will to Live* (in theaters in October) and *Breaking Their Silence: Women on the Frontline of the Poaching War* (currently in production). David's past credits include the documentaries *Deposing the Usual Suspects* (Stephen Baldwin, Benicio Del Toro, Kevin Spacey), *Making Miles: The Miles Davis Story* and *Seeking Happily Ever After*; and such feature films as *Agent Cody Banks 1 + 2* (Frankie Muniz, Hilary Duff, Angie Harmon), *My Date with Drew* (Drew Barrymore) and *Like Dandelion Dust* (Mira Sorvino, Barry Pepper).

For more information, visit: www.KDCFilms.com

DIRECTOR STATEMENT



Bill Coors: The Will to Live is the telling of a courageous man's one hundred year journey through life in a dynasty rife with anxiety, depression, and great personal tragedy and how, despite all that life challenged him with, he found the will to live.

Yet thematically for me, this film is about love. The love Bill was denied as a child meant he was unable to give or receive love as a husband – he never learned how. Yet it was love that ultimately saved him. He now wants to share what he spent a lifetime learning, to help others avoid the pitfalls of his own personal tragedies.

I learned so much about myself and about what true love really means through this film. On a personal level, I had fallen deeply in love with a friend that could never sustain, at the same time I was having to process the death of my beloved uncle and soul mate – emotionally devastating on both accounts. I wasn't equipped to deal with the depth of my feelings until I absorbed and then applied Bill's life lessons.

What I learned from Bill during this filmmaking odyssey has literally changed the way I live my life and process love. I am eternally grateful to him for his wisdom, as I was able to finally let my uncle go, and reclaim an important friendship.

I hope similarly, that someone can take a piece of gold from this film and apply it to their lives to help ease their own journey.

Kerry David

KERRY DAVID

SYNOPSIS

A SERIES OF LIFE LESSONS FOR TODAY'S YOUTH

“

The only person in the world you cannot cheat, you cannot trick, you cannot deceive, you cannot lie to is yourself.

So be yourself, do your thing, and you'll get there.

- BILL COORS

”

BILL COORS: THE WILL TO LIVE IS A HUNDRED YEAR ROADMAP OFFERING HOLISTIC SOLUTIONS TO REDUCE STRESS AND ANXIETY WHILE PURSUING A SUCCESSFUL LIFE.

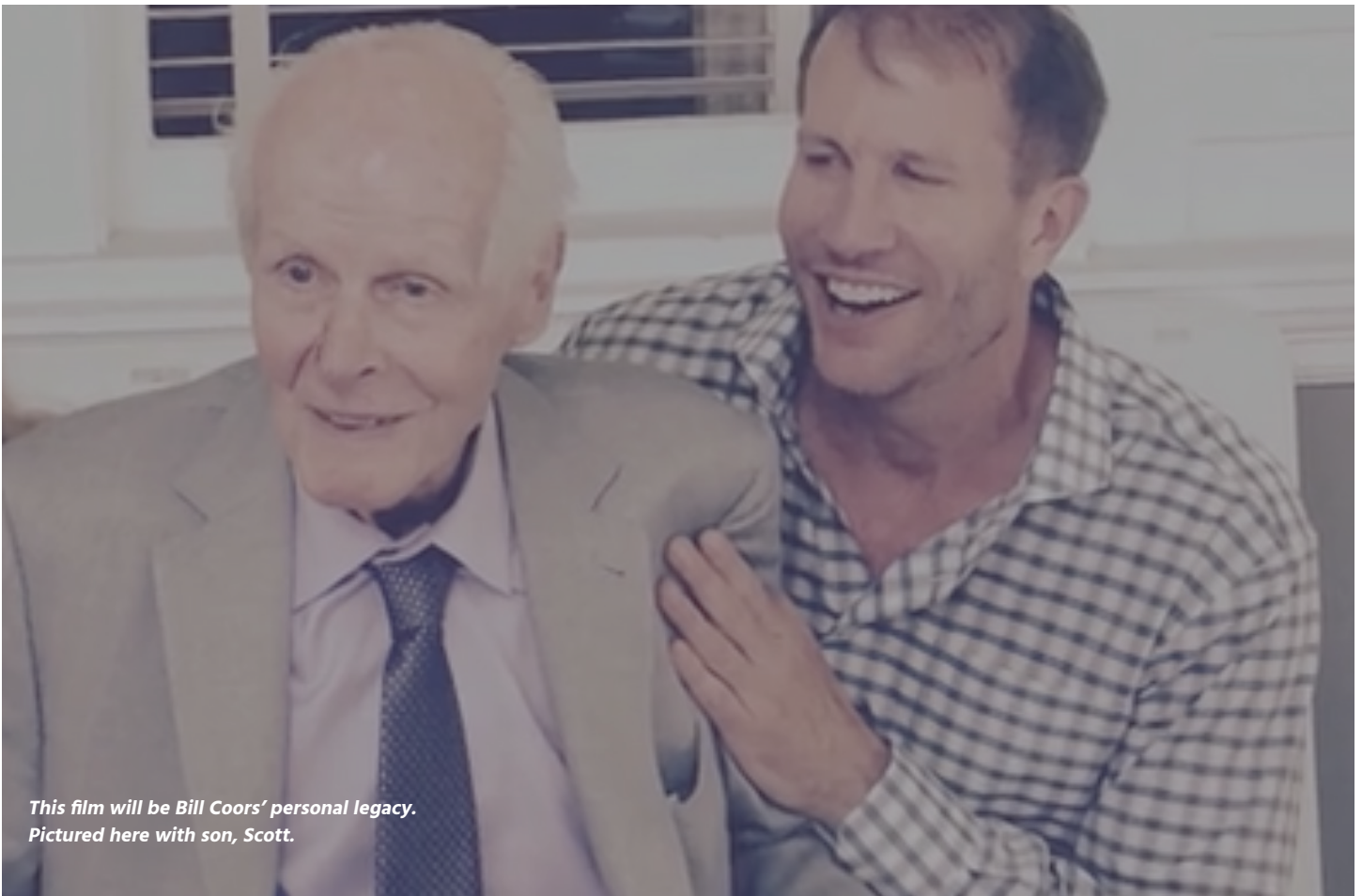
In 1981, Bill Coors, Captain of Industry and brewing titan, was asked to give a speech on the topic of “success” to the graduating students of the American Academy of Achievement.

His now iconic speech was groundbreaking at the time. It was a deeply personal account of how he had overcome debilitating stress and depression, which had plagued his family for generations. Despite suffering unimaginable personal tragedy, Bill sought out and found a holistic solution that enabled him to manage his anxiety effectively and empowered him to achieve great success.

In an inspirational documentary that spans 101 years, Bill Coors shares his personal struggles growing up in a house without love that left him insecure and self-hating for much of his early life.

The parallels between his experiences and what today's youth face are staggering. Bill wants to impart his life lessons for personal success and his work to overcome mental health issues to all generations to come.

Bill's solutions all boil down to one simple truth, which he calls The 11th Commandment: Honor Thyself.



*This film will be Bill Coors' personal legacy.
Pictured here with son, Scott.*

WILLIAM K. COORS

At age 101, Bill Coors is the last living member of the original Coors family with memories of his grandfather, Adolph Coors, who founded Coors Brewing Company in 1873.

With over 78 years of service with the company, Bill holds the honor of being the most tenured employee in the company's history.

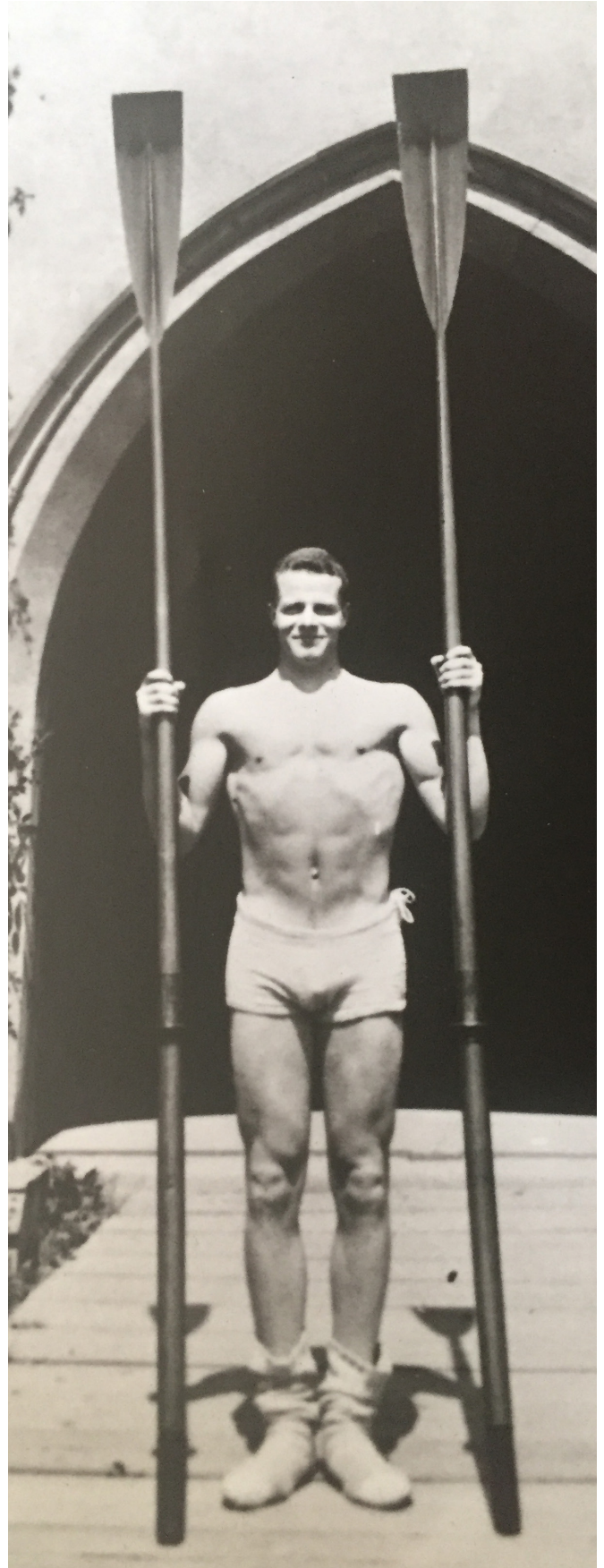
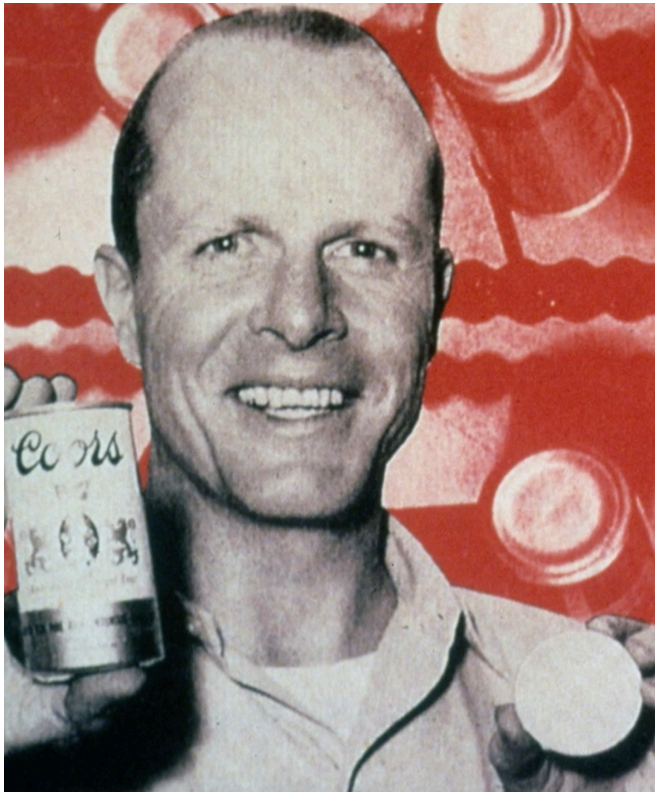
Bill left college after earning an advanced degree in Chemical Engineering from Princeton University in 1939, and started his career at Coors Pottery (now known as CoorsTek), where he personally manufactured ceramic insulators for a highly secretive government project during World War II.

Bill later learned these insulators were a key technology used in ending the war, and was presented with the Energy Secretary's Appreciation Award in 2016.

Bill subsequently grew Coors Brewing Company from a small regional brewery to national distribution.

With all his accomplishments, he feels his greatest contribution to society was from his innovative development of the two-piece aluminum beverage can, along with the "cash for cans" program, which effectively inspired the global recycling movement.

In this film, Bill gifts us his life lessons for personal success based on what he's called the 11th commandment: Honor Thyself.



THE STATS

IN TODAY'S SOCIETY, WE'VE SEEN A RISE IN MENTAL HEALTH CONDITIONS, SIGNIFICANTLY AMONG YOUNG PEOPLE.

“

*It was a feeling that started in my feet, came up my legs. Just a wave of grief.
And it got up there and I just broke out sobbing out loud.*

- BILL COORS

”

MANAGING STRESS

WITH HEALTHY CHOICES



Approximately **1 in 5 youth aged 13–18 (21.4%)** experiences a severe mental disorder at some point during their life.¹

Just over half (50.6%) of children aged 8-15 with a mental illness received mental health services in the previous year.²

3.3 million people suffer from depression while **40 million suffer from anxiety.**³

Depression is the leading cause of disability worldwide, in the U.S. for ages 15 to 44.⁴

4,600 lives are lost to suicide each year.⁵

Suicide is 2nd leading cause of death in people ages 15-24. **Suicide is the 3rd leading cause of death** in youth ages 10-14.⁶

Suicide rates in girls 10-14 have tripled.⁷

26.2% of college students said anxiety affected their academic performance while **17.3% of college students** said depression affected their academic performance.⁸

62% of college students said they had a feeling overwhelming anxiety at least once in the last 12 months.⁹

BEGINNING TO UNDERSTAND THAT YOU ARE NOT ALONE

There's been plenty of research about those who suffer with anxiety and depression.

Today's youth have an even harder time than generations before them: they're facing mounting pressure to perform well in school, develop meaningful relationships with family and friends, and sustain societal norms without succumbing to peer pressure.

Those suffering have common threads in their daily battles; they:¹⁰

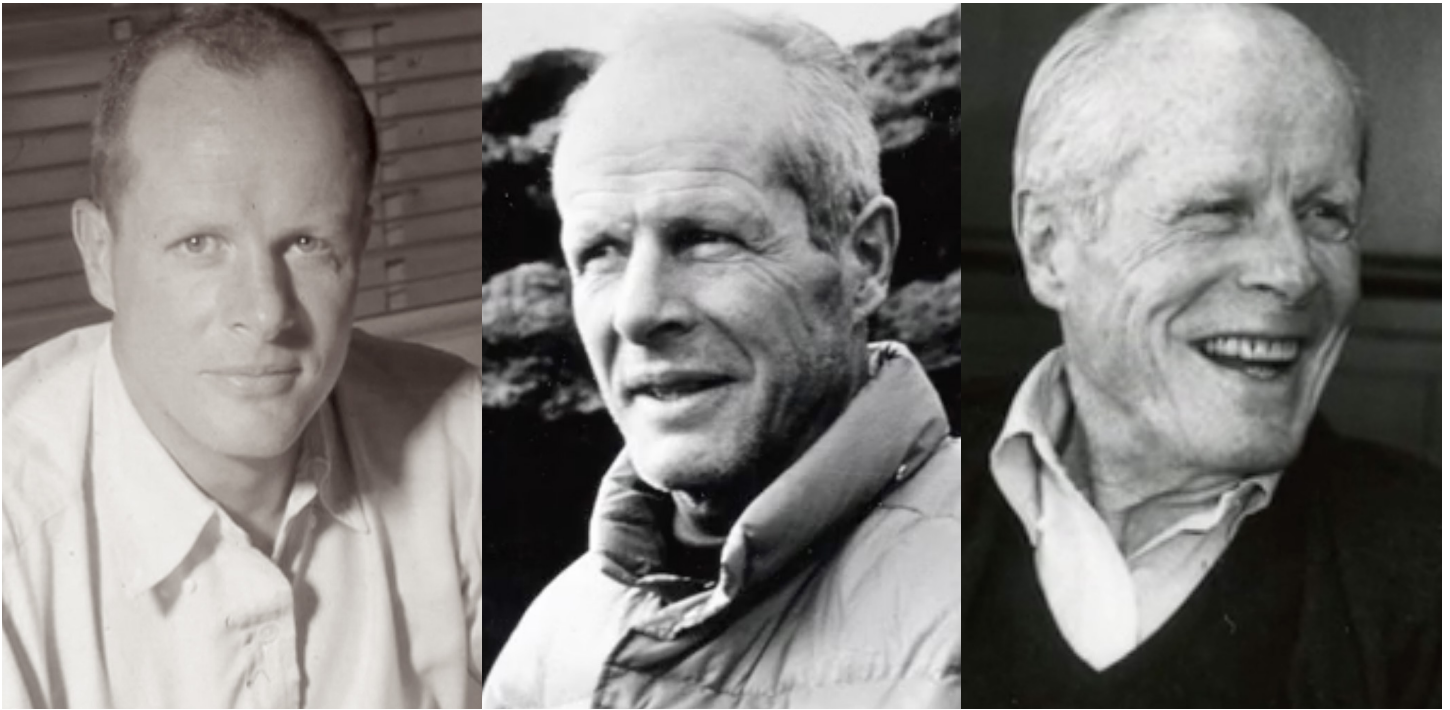
- ❑ Often feel out of control of their health and life
- ❑ Experience higher levels of overall stress
- ❑ Often struggle with low self-esteem
- ❑ Feel nervous in many social situations
- ❑ Have difficulty managing pressure
- ❑ Have higher expectations of themselves and others
- ❑ Feel returned love is performance-based
- ❑ Often have unhealthy boundaries
- ❑ Are often workaholics
- ❑ Are more often sick
- ❑ Often have unhealthy relationships
- ❑ Are more likely to have other health problems
- ❑ Are overall more unhappy
- ❑ Experience erratic emotional behaviors
- ❑ Often quick to get angry
- ❑ Regularly feel unsettled
- ❑ Regularly feel overwhelmed
- ❑ Feel disconnected or detached from reality and life
- ❑ Often feel they are just on the edge of losing control
- ❑ Often aren't reliable (because their symptoms may prevent them from following through)
- ❑ Become inward focused and dwell on their health condition and personal problems
- ❑ May jump from relationship to relationship in search of perfection
- ❑ May jump from job to job because of higher levels of stress
- ❑ Live a restricted lifestyle (within their self-imposed "safe zones")
- ❑ Feel life is passing them by



**"IF YOU DON'T LOVE AND
ACCEPT YOURSELF, YOU'RE
NEVER TRULY GOING TO LOVE
OR ACCEPT ANYONE ELSE.
YOU HAVE TO BE HAPPY
WITH YOURSELF AND LOVE
YOURSELF NOW."**

MADDIE LYBURNER
SOCIAL MEDIA INFLUENCER

A 25 YEAR JOURNEY
SEEKING A CURE



THE PATH TO HOLISTIC HEALING AND HOPE.

Bill's story is pivotal because it clarifies the role stress has in illness, whether physical or mental. Spending 25 years seeking a cure for what ailed him has put him at the forefront of holistic healing and integrative medicine that he's eager to share with others.

The film features the parallel stories of both Bill and today's youth. Bill's personal story, struggles, and successes shed a light on how to cope and heal from societal induced anxiety, stress, and depression.

Bill's mission is to leave a roadmap for others, especially young people, to ward off and break free from feelings of emptiness, hopelessness, and fear.

“

*Management of stress is very possible
and very practical.*

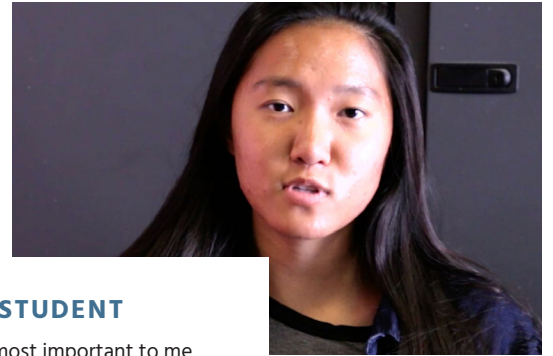
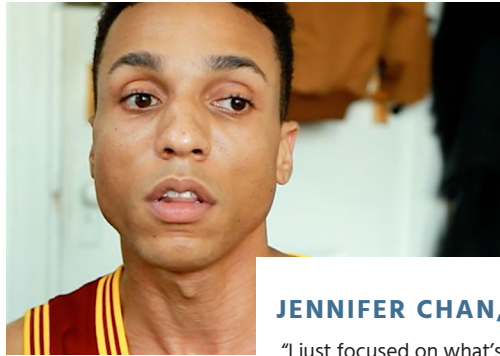
- BILL COORS

”

VOICES OF POSSIBILITY

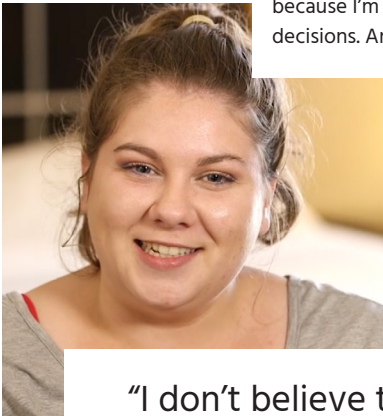
MENTAL HEALTH IS AN ONGOING AND INTERGENERATIONAL ISSUE.

From the wisdom of Bill Coors' life lessons and testimonials from students and influencers struggling with similar issues, this film offers a path forward to hope and healing.



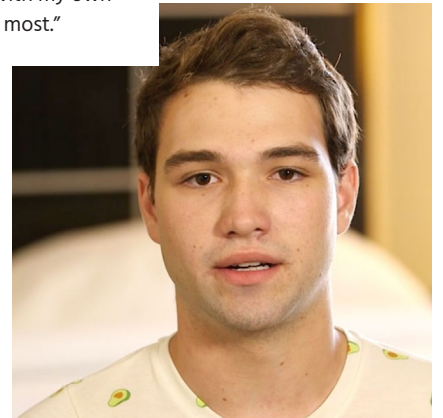
JENNIFER CHAN, STUDENT

"I just focused on what's most important to me because I'm still going to have to live with my own decisions. And that's what matters the most."



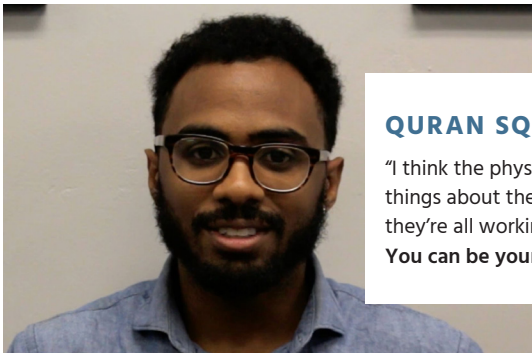
"I don't believe that many people actually understand what real love is."

AMIE LEE, MUSICIAN



GRACEANNE PARKS, VLOGGER

"Unfortunately, in today's society, finding a true friend is like finding a needle in a haystack."



QURAN SQUIRE, STUDENT

"I think the physical body is important and that's one of the things about the mind, the body, and the spirit is that if they're all working in alignment you can find your way. You can be your own light at the end of the tunnel."



BILL COORS IN STILLS

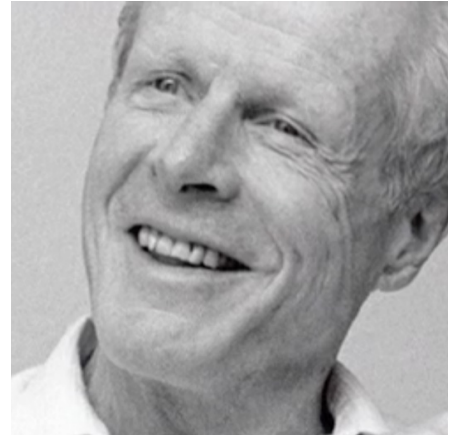


“

At the age of a hundred, you've seen and heard about everything. There is so much stress and hate in the world today.

- BILL COORS

”

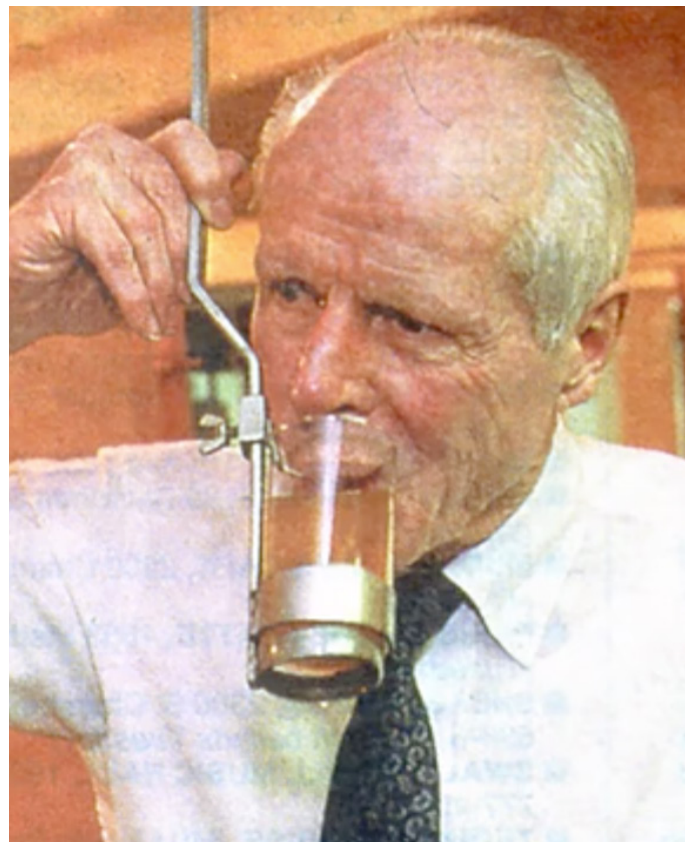


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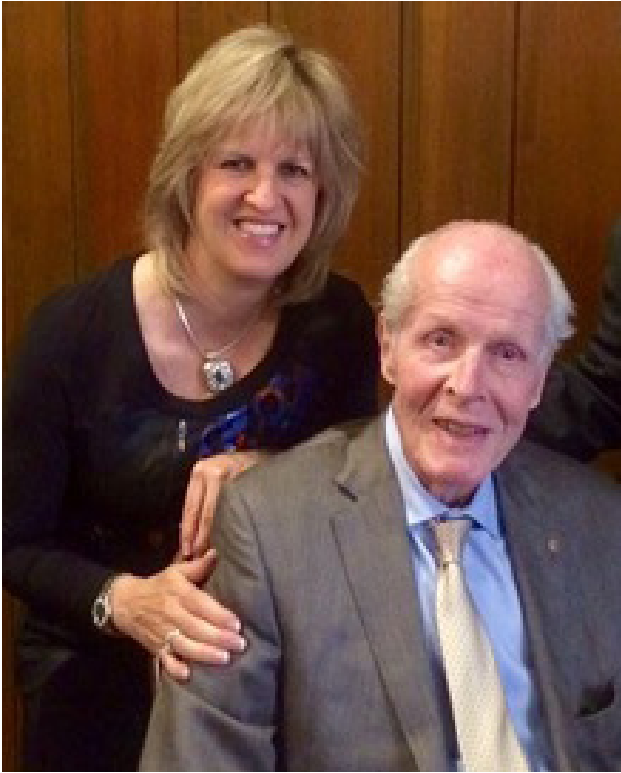
The only person you hurt when you hate is yourself.

- BILL COORS

”



BILL COORS: THE WILL TO LIVE IN PRODUCTION



PRODUCTION CREW



KERRY DAVID Producer/Director/Writer

Kerry David has been working in the film and television industry for more than 20 years. She began her career at Paramount Pictures, followed by three years as Executive Assistant to Tom Cruise and Nicole Kidman on their various projects before starting her own production company in 2011.

Kerry's feature film credits are many and include the *Agent Cody Banks* franchise (Hilary Duff and Frankie Munoz) for MGM; award-winning, Like *Dandelion Dust*, based on the New York Times best-selling book starring Mira Sorvino and Barry Pepper, for 20th Century Fox. Kerry's documentary films have garnered critical acclaim, including the award-winning *Deposing the Usual Suspects* (Benicio del Toro, Gabriel Byrne, Kevin Spacey), award-winning, *My Date with Drew* (Drew Barrymore); followed by *Making Miles: The Miles Davis Story* for Oscar-nominated screenwriter Christopher Wilkinson and *Seeking Happily Ever After* for Lionsgate Films, one of only 25 films accepted into the Sundance Film Lab.

In addition to her award-winning film work, Kerry has also been a guest speaker and moderator at schools such as University of Southern California, University of California at Los Angeles, Pepperdine University, and the New York Film Academy. She is a voting member of the British Academy of Film and Television (BAFTA).

Kerry has just completed filming on her latest documentary; *Breaking Their Silence: Women on the Frontline of the Poaching War*, scheduled for a 2019 release.



SCOTT COORS Executive Producer

Scott Coors is the CEO and Co-Founder of ALeco Container, LLC, a Colorado based aluminum bottle manufacturer for the craft beverage industry. Scott earned a BS in Industrial Engineering and BA in Psychology from Stanford and an MBA from Daniels College of Business at the University of Denver, and has spent over 20 years at Coors Brewing Company in a range of disciplines including brewing, packaging, logistics, quality control and assurance, and brand marketing on the Keystone and Coors Banquet brands.

After leaving Coors in 2006, he co-founded Werth Advanced Packaging Innovations to develop a high efficiency drive mechanism for can making, then joined forces with Omnitech International, a can line integrator then working with Coca Cola to develop a manufacturing system for its shaped aluminum bottle. When Omnitech's operations ceased in the financial crisis of 2009, Scott pursued what he saw as an obvious need in the craft sector for attractive, sustainable packaging, co-founding ALeco Container in 2011 with his business partner Evan Watkins to manufacture high recycle content, lightweight, digitally printed aluminum bottles for promotional use as well as for craft wine, spirits, and beer.



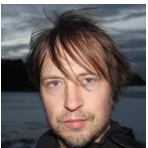
MARGO HAMILTON Writer

Margo was tasked to reveal how hurt turned to hate while working with at-risk youth involved in gangs, prostitution and addiction issues during the late 1980's and early 1990's which turned into an opportunity to write for the masses through radio and public speaking engagements. Passionate about words, Hamilton was groomed to write by a former Time Life book editor who instilled the importance of "making every word count." Margo assisted in creating a community newspaper in 1993 to counter negative and sensational news stories with positive news, which is still in print. In 2003, Margo was asked to serve as a feature writer for a newly created community-imaging magazine. This was where she first met Bill Coors and his son, Scott. A decade later Bill reached out to her to ask her to collaborate with him on his biographical memoir entitled *Bill Coors: The Will to Live*.



MARK ZAMBRANO Editor

With a passion for storytelling Mark brings his enduring love of film and newfound admiration for Bill Coors in editing *The Will to Live*. To help director Kerry David create her narrative vision of Mr. Coor's timeless message, Mark called upon a background in long and short-form documentary filmmaking, promotional videos, and news broadcasting as an editor, videographer, script consultant and production manager. Gravitating towards stories and media that seek to positively impact the world, promote change and resonate with viewers on a personal level, Mark has collaborated with a variety people in an array of industries from sustainable food organizations to political transparency NGOs and human rights advocacy.



GUNNARD DOBOZE Composer

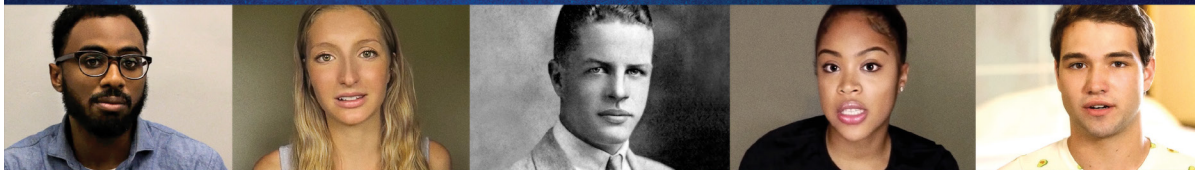
Gunnard writes music for film and television. His work has been heard on HBO, Showtime, A&E, as well as numerous other television networks around the world. His compositions have been featured in several documentaries: the Academy Award winning documentary shorts *A Girl in the River: The Price of Forgiveness* (2016) and *Saving Face* (2012); Academy Award nominated HBO documentary *The Last Campaign* (2010); Sundance Film Festival premiered documentaries *Connected: An Autobiography About Love, Death & Technology* (2011) and *The September Tapes* (2004).



WHAT CAN A 100-YEAR-OLD ICON'S
LIFELONG QUEST FOR INNER PEACE
TEACH TODAY'S GENERATION
ABOUT DEFEATING ANXIETY AND
ACHIEVING EMOTIONAL WELL BEING?

BILL COORS THE
WILL
TO LIVE

A FILM BY KERRY DAVID



A KDC FILMS PRODUCTION PRESENTS 'BILL COORS: THE WILL TO LIVE' IN ASSOCIATION WITH BILL COORS
A FILM BY KERRY DAVID WRITTEN BY BILL COORS, KERRY DAVID, MARGO HAMILTON ORIGINAL SCORE BY GUNNARD DOBOZE EDITED BY MARK ZAMBRANO AND TOM HUANG BASED ON THE BILL COORS

THIS FILM IS NOT YET RATED EXECUTIVE PRODUCERS BILL COORS, SCOTT COORS PRODUCED BY KERRY DAVID KDC FILMS

COMING SOON

SOURCES

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