



KDC FILMS PRESENTS

BILL COORS  
THE WILL TO LIVE

RUNNING TIME

93 MINUTES

DIRECTED BY

KERRY DAVID

WRITTEN BY

BILL COORS / KERRY DAVID / MARGO HAMILTON

PRODUCED BY

KERRY DAVID

PRODUCTION COMPANY

KDC FILMS

EDITED BY

MARK ZAMBRANO

COMPOSER

GUNNARD DOBOZE



## 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.

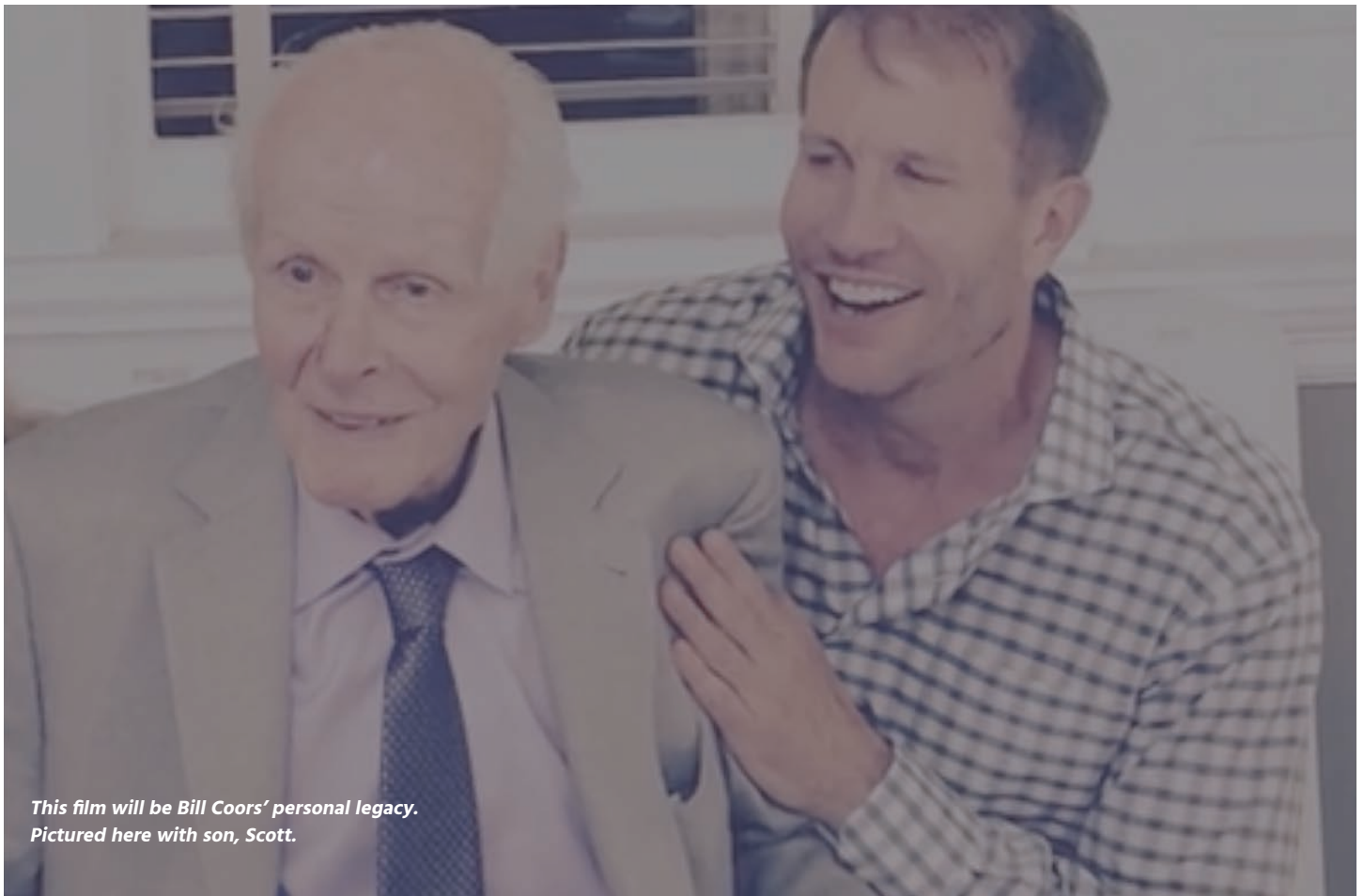
In 1981, Bill Coors, Captain of Industry and brewing titan, was asked to give a speech on the topic of “success” to the graduating students of the American Academy of Achievement.

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.

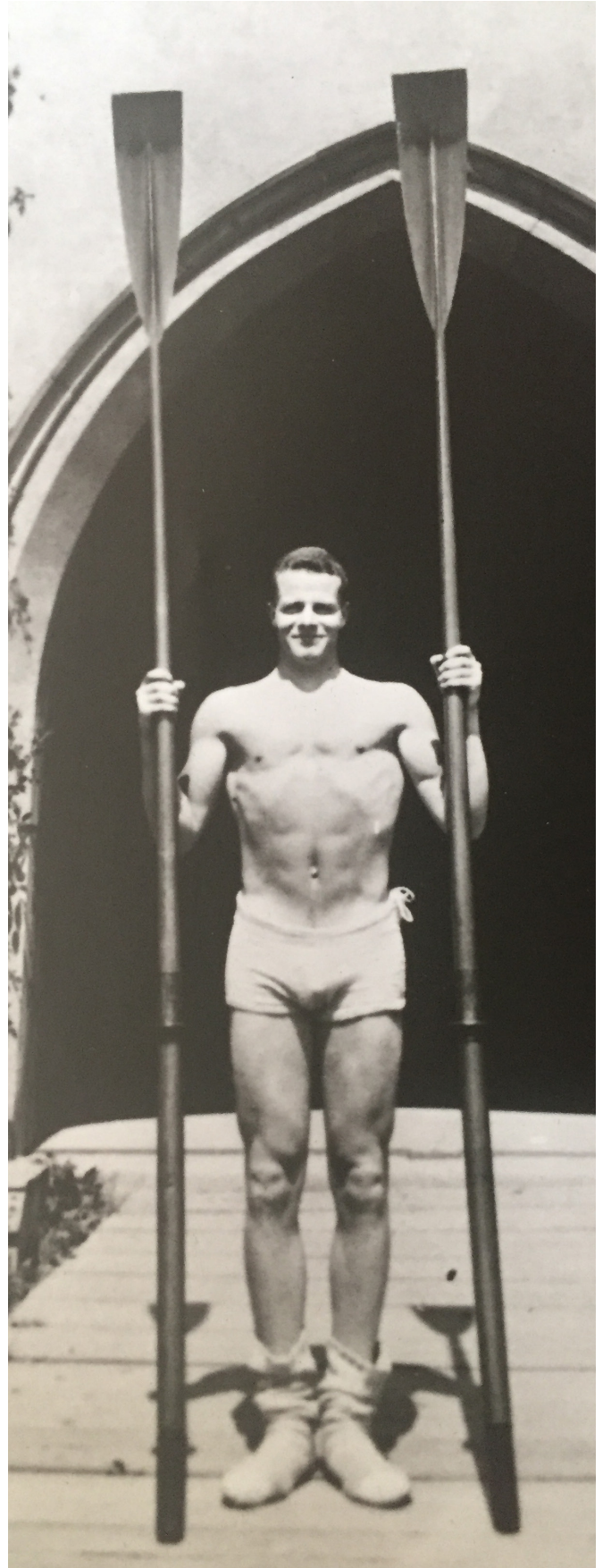
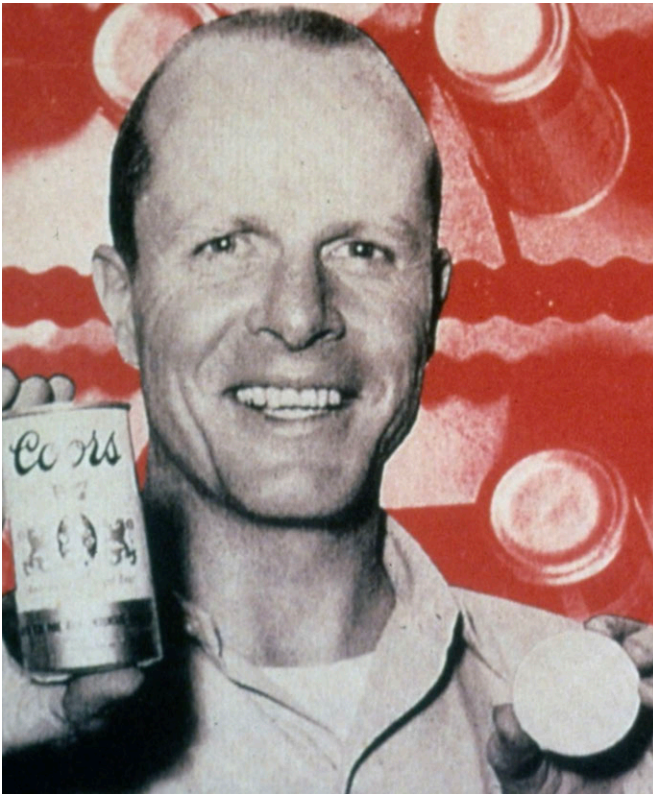
Bill left college after earning an advanced degree in Chemical Engineering from Princeton University in 1939, and started his career at Coors Pottery (now known as CoorsTek), where he personally manufactured ceramic insulators for a highly secretive government project during World War II.

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

”

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

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

3.3 million people suffer from depression while **40 million suffer from anxiety.**<sup>3</sup>

**Depression is the leading cause of disability worldwide,** in the U.S. for ages 15 to 44.<sup>4</sup>

**4,600 lives are lost to suicide** each year.<sup>5</sup>

**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.<sup>6</sup>

**Suicide rates in girls 10-14 have tripled.**<sup>7</sup>

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

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

# MANAGING STRESS WITH HEALTHY CHOICES



# 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:<sup>10</sup>

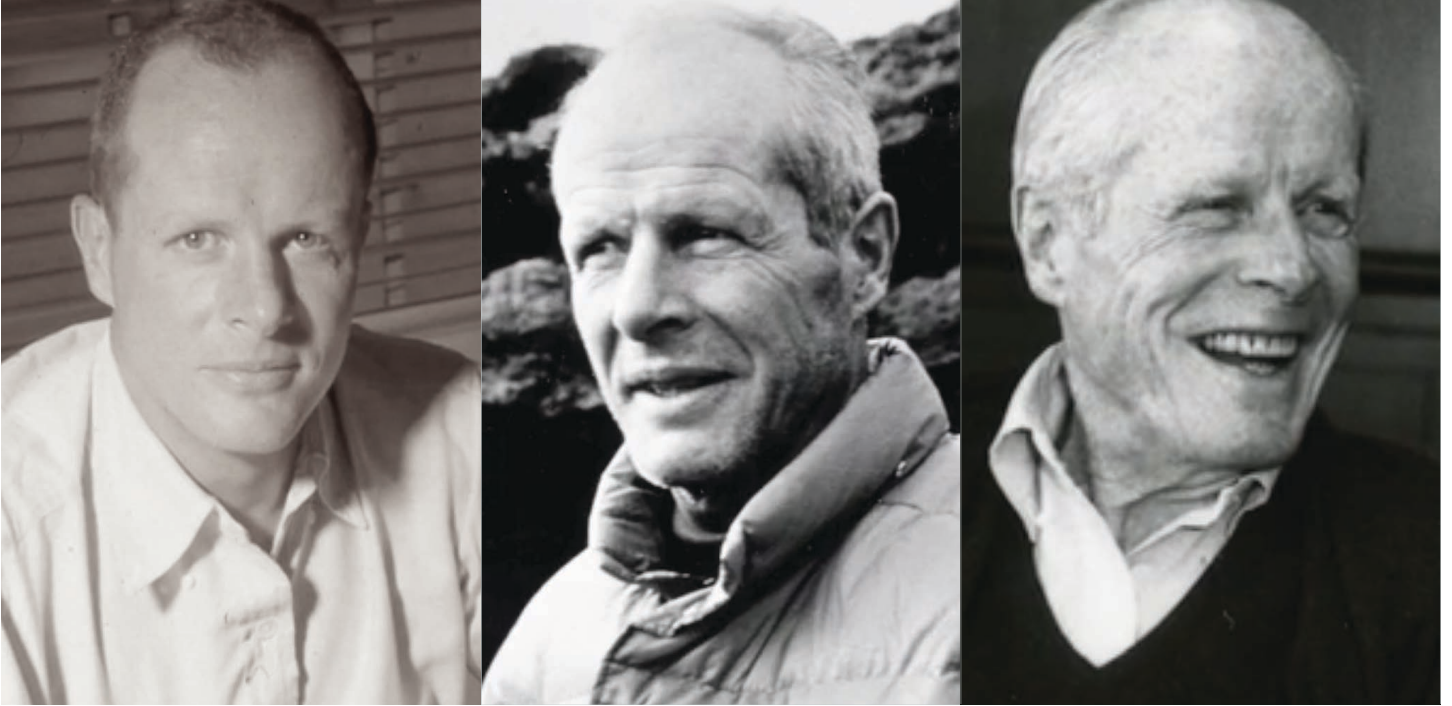
- ❑ Often feel out of control of their health and life
- ❑ Experience higher levels of overall stress
- ❑ Often struggle with low self-esteem
- ❑ Feel nervous in many social situations
- ❑ Have difficulty managing pressure
- ❑ Have higher expectations of themselves and others
- ❑ Feel returned love is 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.*

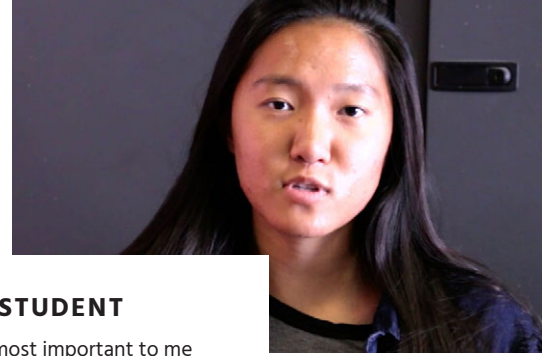
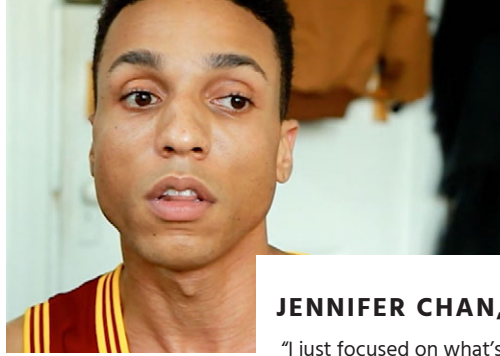
- BILL COORS

”

**VOICES OF POSSIBILITY**

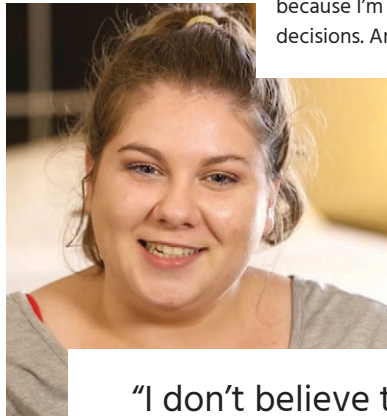
MENTAL HEALTH IS AN ONGOING AND INTERGENERATIONAL ISSUE.

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.



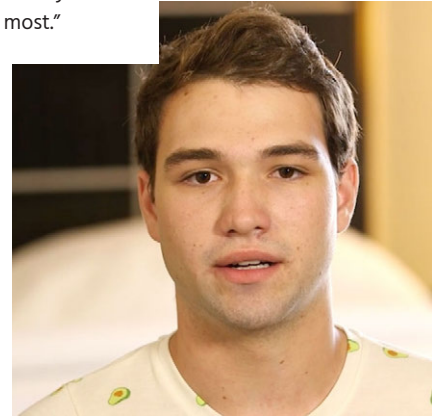
**JENNIFER CHAN, STUDENT**

"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."



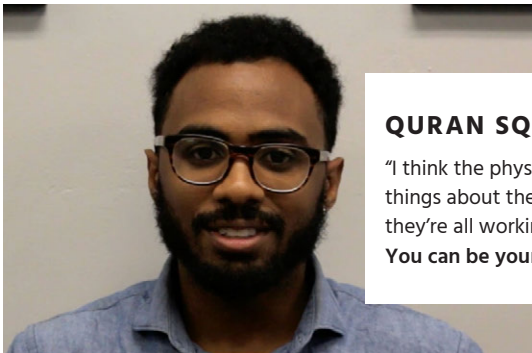
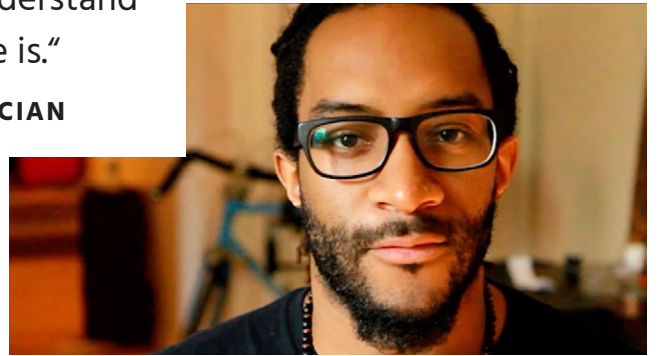
"I don't believe that many people actually understand what real love is."

**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

”

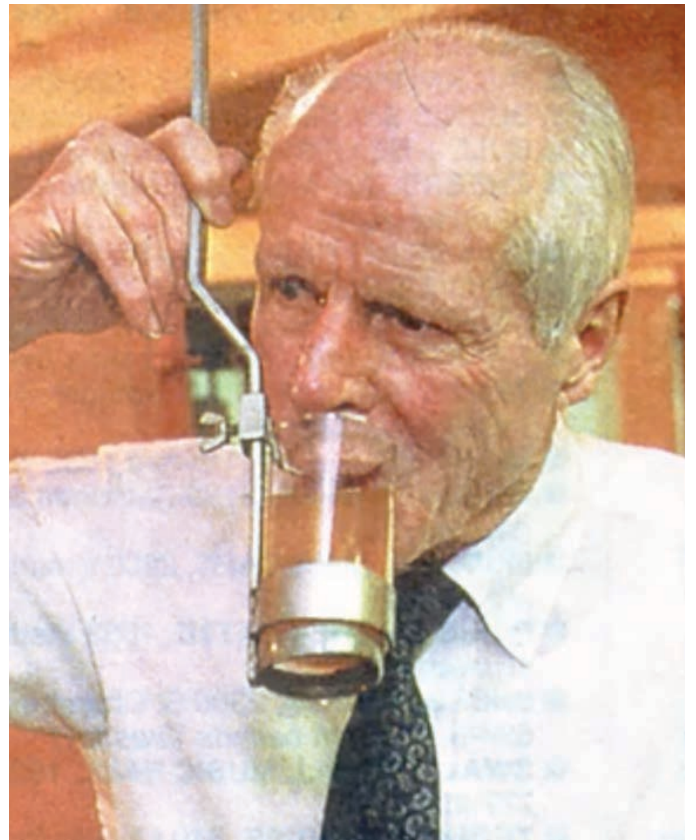


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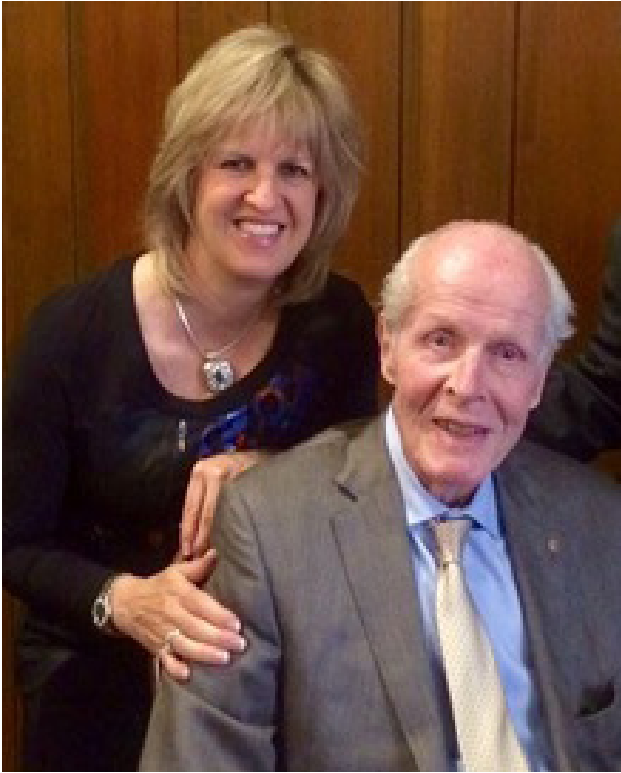
*The only person you hurt when you hate is yourself.*

- BILL COORS

”



BILL COORS: THE WILL TO LIVE IN PRODUCTION



## PRODUCTION CREW



### **KERRY DAVID** Director/Producer/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 3 years as Executive Assistant to Tom Cruise and Nicole Kidman on their various projects. In 2001 she started her own production company.

Kerry's film credits include the award-winning DVD *Deposing the Usual Suspects*, the *Agent Cody Banks* franchise, *Perfect Romance* for Lifetime Television, as well as the critically-acclaimed, award-winning feature documentary *My Date with Drew*, followed by the feature film *Like Dandelion Dust*, based on the New York Times bestselling book and adapted for the screen by Oscar nominee Stephen J. Rivele (*A Star is Born*, *Ali*, *Nixon*). Kerry then produced her third documentary *Making Miles – The Miles Davis Story* for Oscar-nominated screenwriter Christopher Wilkinson (*Bohemian Rhapsody*, *Ali*, *Nixon*), followed by her fourth documentary, *Seeking Happily Ever After*, 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, panelist, 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 & Television Arts (BAFTA).

Having completed *Bill Coors: The Will to Live*, Kerry is now in pre-production on her next feature documentary *Breaking Their Silence: Women on the Frontline of the Poaching War*, which she is producing, writing and directing. Filming commences in Africa in February 2018.



### **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 SUNNARD DOBOZE EDITED BY MARK ZAMBRANO AND TOM HUANG BASED ON THE BOOK "A WILL TO LIVE" BY MARGO HAMILTON

THIS FILM IS NOT YET RATED

EXECUTIVE PRODUCERS BILL COORS, SCOTT COORS PRODUCED BY KERRY DAVID



COMING SOON

## SOURCES

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