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FOR IMMEDIATE RELEASE

Celebrating What Would Have Been the 100th Year of International Icon Ava Gardner™

SMITHFIELD, NC (October 1, 2022) – Ava Thompson, great niece of Ava Gardner and Trustee of the Ava Gardner Trust and the Estate’s representatives, Legacy Talent and Entertainment, LLC, are pleased to announce the centennial celebration of the work, legacy, and life of Ava Gardner, the late iconic actress who was born on Dec. 24, 1922, and would have turned 100 in 2022.

The Trust has been busy preserving Ava Gardner’s legacy as well as planning opportunities to celebrate her 100th birthday all year long. Legacy Talent and Entertainment, LLC, which has the exclusive, international licensing rights to the estate of Ava Gardner for all projects, partnerships, and audio-visual rights, and has been entrusted with protecting and honoring Ava’s legacy, has been pursuing numerous collaborations and opportunities to remember Ava Gardner as well as to introduce her to new generations in this centennial year. Such work ensures that her life story (from rural farm girl to international icon) continues to be a source of inspiration for many years to come.

“On this milestone birthday, we are proud to be the representatives of the estate of Hollywood icon, Ava Gardner, and honored to work alongside her heirs,” said Melinda Morris Zanoni, founder and CEO of Legacy Talent and Entertainment “We are excited about our many collaborations in the works as well as future projects based on Ava’s timeless talent.”

Among the exciting events and projects planned are the 2nd release and celebration of the award-winning Ava Gardner Select Bourbon by Seven Jars Distillery, international distribution of the whiskey as well as wider distribution of the Ava Gardner Select Wines by Seven Jars Winery, a theatrical play, an Ava Gardner coffee blend, an Ava Gardner perfume, and more to be announced soon.

Ava Gardner left her rural upbringing in North Carolina for the lights of Hollywood after what would become a life-changing visit to New York City. She was discovered after her photo caught the attention of a Metro-Goldwyn-Mayer (MGM) executive. She quickly landed a 7-year movie contract.

Over her 40-year career, Ms. Gardner starred in numerous films and was nominated for an Academy Award for Best Actress for her performance in John Ford's *Mogambo*, and for best actress for both a Golden Globe Award and a BAFTA Award for her performance in John Huston's *The Night of the Iguana*. Ava achieved international stardom, was billed as "the most beautiful animal in the world," and has been named one of the 25 most popular actresses of all time by the American Film Institute.

Besides her famed beauty, Ava is also remembered for living life to the fullest, which included her three marriages to the iconic actor Mickey Rooney, headlining musician Artie Shaw, and legendary crooner Frank Sinatra.

Ava Gardner was ahead of her time, often defying contemporary expectations in her private life, making bold choices to do things on her own terms, navigating a man's world independently and courageously. She continues to resonate with women everywhere, as both a modern-day touchstone and an inspiring example to be one's authentic self. Gardner's movies and generous spirit have touched and continue to touch millions throughout the world.

Often misunderstood in the press, Ava Gardner escaped the Hollywood mirage of bright lights and glamour by traveling and living abroad. She embraced new adventures with a spirit of excitement and loved absorbing the culture, art, food, literature, and celebration of new places.

Ava remained true to who she was throughout her life. To those who knew her best, Ava Gardner was a kind, smart, and warm person. She was extremely generous with both her time and money, giving her celebrity status as well as earnings to social, political, and humanitarian causes near to her heart. Through the Ava Gardner Trust, her legacy of giving continues to this day by supporting three non-profits: The Queen Victoria Hospital in London, St. Jude Children's Research Hospital in Memphis, TN, and the Ava Gardner Museum in Smithfield, NC.

"I enjoyed Ava's humor, felt her warmth, saw her many kindnesses, and witnessed her generosity firsthand. In my role today as the Trustee of the Ava Gardner Trust, I have the honor and responsibility of continuing the humanitarian work she began in her lifetime. Ava's long-lasting legacy, in the form of the Trust, has over the years, supported charities devoted to animal welfare, medical research, and educational outreach." Ava Thompson

Happy 100th Birthday year, Ava Gardner!

ABOUT LEGACY TALENT AND ENTERTAINMENT, LLC: Legacy Talent and Entertainment (LTE) is the most established and recognized Talent Company in the Southeast and

maintains a presence in Malibu, California. LTE provides professional talent representation services to select celebrities and iconic estates, including representing exclusive talent and some of the highest profile legends. LTE and its extensive network of relationships with brands, studios, television networks, news media, and Fortune 500 companies allows LTE to partner its clients with endorsers, licensing campaigns, publishing houses, film and TV, digital media, and other avenues of connecting with fans in order to advance its clients' legacies. Please visit our [website](#) and follow us on social media: [Facebook](#), [Twitter](#), and [Instagram](#).

ABOUT AVA GARDNER TRUST: Ava Gardner established her Trust in 1986. It has evolved through the years, and today, it is responsible for the management of the intellectual property of Ava Gardner including trademarks and copyrights. The Trust works to exploit image and publicity rights in order to provide funds for the beneficiaries of the Trust. Moreover, the Trust seeks to preserve the legacy of Ava Gardner and to introduce her to a new generation of fans. Ava was courageous, independent, kind, and generous. All of the residual funds of the Trust go to charities and non-profits selected by Ava and her family. Her compassion and boundless generosity continue through her Trust. For more information, please contact avagardnertrust@gmail.com.