



## JOIN INTERACTIVE CAMPAIGN LAUNCH CELEBRATING LEGENDARY FILM ICON FRANCIS FORD COPPOLA IN HIS 80<sup>TH</sup> YEAR

The Family Coppola wants to feature your stories, and through community, partnerships and content, reminds its fans in the New Year: *You get one life. The biggest risk is to waste it.*

**GEYSERVILLE, Calif. (January 24, 2019)** – Today, The Family Coppola, a global lifestyle brand that represents specialties in wine, film, food, resorts, spirits and adventure, launches an interactive campaign to celebrate creativity, courage and innovation. Inspired by its Chairman, visionary and risktaker Francis Ford Coppola, this campaign kicks off a yearlong celebration of what he’s created throughout his life. Fans, media and brand partners of past and present will help The Family Coppola build momentum to Francis Ford Coppola’s 80<sup>th</sup> birthday in April, through unforgettable storytelling of passion and fortitude.

“An essential element of any art is risk,” said Francis Ford Coppola, entrepreneur and six-time Oscar® winning director, when asked about filmmaking. “If you don’t take a risk then how are you going to make something really beautiful that hasn’t been seen before?”

The digital campaign reflects on the risks and rewards of living life to the fullest. From January 24 through April 13, people across the country can visit [CoppolaRisk.com](http://CoppolaRisk.com) and share stories of dreams, courage, sacrifice and risk. Simply log on and upload your brief video to be entered for a chance to win a mystery vacation at one of The Family Coppola Hideaways and experience adventure at a resort in one of five countries. Drawing upon inspiration from Francis’s film career and travels around the globe to the far-reaching corners of the world, The Family Coppola created each luxury property, embracing off the beaten path locations and making each locale an ideal destination for exploring the natural wonders of the area while relaxing in tranquil surroundings.

“The only way to grow is to take risks; get a little uncomfortable. Nothing great happens when you’re complacent,” says Jennifer Leitman, The Family Coppola Marketing EVP. “Innovation, originality and embracing change are deeply ingrained in our culture at The Family Coppola. We’re excited to hear stories of risk from our passionate fans and partners. Who knows what provocative tales they’ll tell.”

For a third year in a row, the Francis Ford Coppola Winery will partner with the Oscars® and Sundance Film Festival to raise a glass to film lovers everywhere and Francis Ford Coppola’s impact on the industry. Sundance Institute recognizes “risk is the unlikely hero that unites artist and audience,” urging the community to [Risk Independence](#) as a theme for its 35<sup>th</sup> Annual Sundance Film Festival. As the Francis Ford Coppola Winery 2019 official wine designation coincides with the countdown to Francis’s 80<sup>th</sup> birthday, The Family Coppola awarded one lucky winner a trip to the Sundance Film Festival through [Coppola Rewards](#), its new program bringing together quality wine, culinary exploration and adventure.

2019 Sundance Film Festival attendees will experience The Family Coppola in a variety of experiences and thought-provoking opportunities that lean into *risk*. In partnership with illycafé and a host of other brands in and around the Sundance Film Festival, audiences will enjoy premium wine offerings from the Francis Ford Coppola Winery portfolio. The [Director’s](#) wines, from superior Sonoma County fruit, celebrate the uncompromising standards of quality winemaking and artistic interpretation through its innovative labels. The [Director’s Cut](#) wines, also from Sonoma County, are named for the version of a film that most reflects the director’s vision and its labels are replicas of zoetrope strips from Francis Ford Coppola’s personal collection. The twelve distinctive wines of the [Francis Coppola Diamond Collection](#) are made from grapes grown in vineyards across California, from coastal regions to inland valleys.

Join courageous people everywhere who aspire to continually move in the direction of their ambitions and learn more at [CoppolaRisk.com](http://CoppolaRisk.com) including campaign rules and regulations. Check out [The Family Coppola](#) on [YouTube](#) and online conversations on [Facebook](#), [Instagram](#) and [Twitter](#).

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### **About The Family Coppola**

The Family Coppola encompasses all of the things Francis loves most—cinema, wine, food, resorts and adventure—and embraces quality, authenticity and pleasure as a backbone to each of these vibrant business endeavors. Anchored in Sonoma County, Francis Ford Coppola Winery, known for its superior level of quality and integrity, is, as Francis puts it, “a wine wonderland, a park of pleasure where people of all ages can enjoy all the best things in life: food, wine, music, dancing, games, swimming and performances of all types. A place to celebrate the love of life.” Coppola’s second foray into Sonoma County came in 2015 with the launch of Virginia Dare Winery, *American wines since 1835*, ushering in a new era of elevated quality and vineyard-specific wines. The Family Coppola are lovers not only of wine, but spirits as well. Great Women Spirits—small-batch, house-crafted, classically styled spirits—are a collection of spirits as unique and remarkable as the women they honor. The Family Coppola Hideaways are a collection of unique properties where adventure meets serenity. Drawing upon inspiration from his film career and travels around the globe to the far-reaching corners of the world, Francis created each resort, embracing off the beaten path locations and making each locale an ideal destination for exploring the natural wonders of the area while relaxing in tranquil surroundings. Additionally, The Family Coppola operates a venerable film production company, American Zoetrope; the award-winning literary and art magazine, *Zoetrope: All-Story*; Cafe Zoetrope in San Francisco’s iconic Sentinel Building in North Beach; and Mammarella Foods, an authentic line of premium organic pastas and sauces. Earn and redeem points through Coppola Rewards membership at [CoppolaRewards.com](http://CoppolaRewards.com) or visit [www.TheFamilyCoppola.com](http://www.TheFamilyCoppola.com) to learn more.

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