

# Legacy Talent And Entertainment Announces Groundbreaking Deal For The Estate Of Hollywood Icon Ava Gardner (TM)

Agency secures world-wide film rights to develop & produce the legend's life story

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Legacy Talent and Entertainment, LLC, is pleased to announce it has secured the exclusive, world-wide film rights to develop and produce the life story of the legendary Ava Gardner, based on her autobiography, Ava: My Story, and Mearene Jordan's Living with Miss G. Collectively, the books are the definitive work on Ava Gardner.

Legacy Talent represents and has the exclusive, international licensing rights to the estate of Ava Gardner for all projects, partnerships, and dramatic rights. Legacy Talent has been entrusted with protecting and honoring Ava's legacy as an iconic American actress, named one of the 25 most popular actresses of all time by the American Film Institute.

"We are proud to represent the estate of Hollywood icon, Ava Gardner, and honored to work with her heirs," said Melinda Morris Zaroni, founder and CEO of Legacy Talent. "We are excited about securing the movie rights for Ava Gardner and could not be more thrilled about our future projects to showcase more of Ava's timeless talent and extraordinary life."

At the age of 18, Ava went to visit her sister in New York City. She was discovered there after a photo her brother-in-law took caught the attention of a Metro-Goldwyn-Mayer (MGM) executive. Her overwhelming beauty quickly landed Ava a seven-year movie contract, which eventually led her to Hollywood and international fame.

Over her 40-year career, Ava starred in numerous films, including classics like The Killers, The Snows of Kilimanjaro, and The Sun Also Rises. Ava's performance in John Ford's Mogambo was nominated for an Academy Award for Best Actress, and her role in John Huston's The Night of the Iguana earned a Golden Globe nomination for Best Actress and a BAFTA Award. The movie most considered the definitive Ava Gardner film is The Barefoot Contessa. With this role, Ava was billed as "the most beautiful animal in the world," and she achieved international stardom.

In addition to her famed beauty, signature red lipstick, piercing green eyes, and millions of fans, Ava is also remembered for living life to the fullest, which included her three marriages to iconic actor Mickey Rooney, musician Artie Shaw, and the legendary Frank Sinatra.

"We are pleased to announce that the Ava Gardner Trust, through its partnership with Legacy Talent and Entertainment, will introduce Ava to a new generation. We are excited about this movie as well as other upcoming projects, and we are confident we have entrusted Ava's legacy to the right representative. Legacy Talent's professionalism and reputation are unparalleled in the entertainment business," commented Ava Thompson, Ava Gardner's Great Niece and Trustee of the Ava Gardner Trust.

Recently, Legacy Talent created and spearheaded a partnership between the Ava Gardner Trust and a distillery to develop an Ava Gardner Select Bourbon Whiskey, which launched in October, 2020.

ABOUT LEGACY TALENT AND ENTERTAINMENT, LLC: Legacy Talent and Entertainment 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, new media, and Fortune 500 companies allows LTE to partner its clients with endorsers, licensing campaigns, publishing houses, film and TV, digital and social 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. Throughout her life she supported many charities including cancer research and civil rights causes. 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 visit this [website](#).

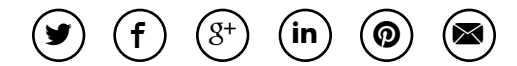
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Ava's life story was made for modern times with her championing of civil rights and women's empowerment.

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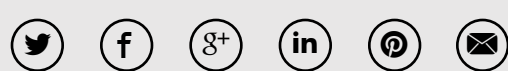
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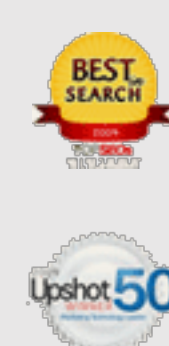
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