

Bold Is...



Evel Knievel

He was born Robert Knievel, a dead-end juvenile delinquent in Butte, MT who first caught attention for riding his motorcycle up and down a mountain of tires behind the local burger joint. From those humble roots he went on to attempt over 75 ramp-to-ramp motorcycle jumps, securing a spot in the *Guinness Book of World Records* for, “Most bones broken in a lifetime.” After hugely anticipated motorcycle jumps at Caesar’s Palace in Las Vegas and Wembley Stadium in London, along with a string of run-ins with authorities, he set his sights on his greatest challenge yet. After unsuccessfully lobbying the government to attempt a stunt at the Grand Canyon he settled on riding his custom-designed, “X-2 Skicycle,” essentially a home-made rocket, over Idaho’s Snake River Campaign. The jump was a failure with the rocket’s parachute deploying almost immediately after launch, but like his iconic use of a “Stars and Stripes” red, white and blue V-shaped set of motorcycle leathers and cape, his hugely successful toy motorcycle endorsement and his legendary appetite for excess (he once boasted he made \$60 million dollars in his career and spent \$62M), it made him a legend. And, undeniably **“Bold.”**



Bold Is...



Jacques Cousteau

As a precocious child in France, Jacques Cousteau was fascinated with sea life and undersea creatures... so he fearlessly helped revolutionize underwater exploration as an early adherent to Scuba diving. From there he strived to share his visions of what he called, "The Silent World," through books and eventually films. After leaving the French navy, he leased a boat, The Calypso, from a descendant of the Guinness Brewery dynasty and over the course of the next nearly fifty years he captained her in all of the oceans of the world. That ship, it's undersea "Diving Saucer," and his must-see television specials, "The Undersea World of Jacques Cousteau" introduced the residents of a previously unknown world to an entire generation. During the course of his life he suffered the death of a beloved son, Phillipe, who was lost in a plane crash while on a Calypso mission and sued his son, Jean-Michel, for wanting to open a resort called, "Cousteau," in Fiji. When his wife, Simone, died in 1993 after fifty-three years of partnership he revealed that he'd been with another woman for fifteen years. The French Air stewardess had given birth to two additional children who were now teenagers and Cousteau promptly married her. Now that's **Bold**.



Bold Is...



Keith Richards

Is there a bolder man in the history of rock n' roll, who doesn't have a death certificate to his name, than Rolling Stones guitarist, Keith Richards? The swashbuckling influence to Johnny Depp's "Jack Sparrow" has walked it every step of the way just as he talked it, penning enough memorable music to have *Rolling Stone* magazine declare his, "Rock's greatest single body of riffs." He's been fighting the law, and to varying degrees winning, for most of his life including a period from 1967-1978 during which he was popped five times without doing any significant time. When the British government's tax policy got to be a hassle he picked up camp and moved to the south of France where the band's classic, "Exile On Main Street" was recorded in the basement of his rented mansion, Villa Nelcote. With a guitar collection that reportedly numbers over 3,000, Richards has joked, "Give me five minutes and I'll make them all sound the same." After a brain injury suffered when the then 62 year-old fell out of a coconut tree in Fiji, he set to work on his autobiography, which added "New York Times" best-selling author to his resume. The owner of an impressive collection of first editions, he has admitted a secret yearning to be a librarian. Given his history, even that move is **Bold**.



Bold Is....



Dr. Hunter S. Thompson

From his humble beginnings as a Louisville, KY student journalist and neighborhood n'er do well, Thompson's sights were angrily aimed at the hypocrisy he perceived all around him. Starting as a newspaper columnist in San Juan, Puerto Rico, he immediately embraced an outlaw ethos that would be termed, "Gonzo." Taking this new freeform writing style to such wildly diverse subjects as the Hell's Angels, the Kentucky Derby, and the Super Bowl he eventually settled into his self-described "heavily fortified compound" in Woody Creek, CO. It was there that he further explored guns, alcohol and narcotics, once observing, "I hate to advocate drugs, alcohol, violence or insanity to anyone, but they've always worked for me." His groundbreaking novel, "*Fear and Loathing in Las Vegas*," was completed there, further cementing his reputation for lunacy, but he also wrote compellingly insightful pieces on the political process with President Richard Nixon as his most popular target. In 1970 Thompson even ran (unsuccessfully) for county sheriff. In his later years he felt increasingly dogged by the persona he'd willfully created (both Bill Murray and Johnny Depp had portrayed him on the silver screen) and on February 20, 2005 he checked out by his own hand, the end of a life equally chaotic and prolific, and undeniably **Bold**.



Bold Is...



Ted Williams

He was a skinny kid from San Diego who was unhesitant when he told people his life's goal was to have people point to him and remark, "There goes Ted Williams, the greatest hitter who ever lived." Over the course of his career he made a strong case, finishing with numbers including over 2,600 hits and 520 home runs that made him a first ballot Hall of Famer. This despite taking time away from baseball to serve as a Marine Corps fighter pilot in both World War II and Korea. On the last day of the 1941 season "Teddy Ballgame" was hitting .400 but felt sitting out that day's doubleheader would be fraudulent... he finished the day having gone 6 for 8 to raise his average to .406. As notably combative with media and fans as he was generous with his time around children, Williams helped establish the Jimmy Fund as one of the most beloved charities in New England. In his final big league at-bat Williams homered, proving that if it's true you're only as good as your last performance you should make that performance **Bold!**

