

Lolli Brands Entertainment Launch Star Studded Bodybuilding Documentary

Remarkable 4 day film festival World Premiere of "The Guru" Documentary Sells Out at Sunscreen Film Festival, St. Petersburg



Tampa, Florida May 10, 2024 (IssueWire.com) - 'The Guru' Documentary Premieres at Sunscreen Film Festival with a Star-Studded Showcase [LA Entertainment Weekly](#)

St. Petersburg, Florida, was the epicenter of cinematic brilliance this past week as it hosted the much-anticipated world premiere of "The Guru" at the Sunscreen Film Festival. The documentary, chronicling the life of bodybuilding legend George Farah, drew a massive crowd, underscoring its title as the most star-studded bodybuilding film ever made.

On the evenings of April 25 and 26, the documentary's debut saw a convergence of fitness icons whose combined social media following surpasses 23 million. The presence of such luminaries as Kai Greene and the first Ms. Physique Olympia, Dana Linn Bailey, alongside her husband Rob Bailey, turned the gold carpet into a runway of glamour, rarely seen outside their competitive arenas.

"The Guru" dives deep into the life of George Farah, showcasing his rise from a challenging childhood to becoming a bodybuilding powerhouse, his survival from a near-fatal gunshot wound, and his victorious battle against stage 4 cancer. Farah's resilience and indomitable spirit are the heartbeats of

this documentary, offering viewers a gripping look at the power of human will.

The film festival was not just about the documentary but also the phenomenal gathering it orchestrated. Dexter “The Blade” Jackson, the 2008 Mr. Olympia and nine-time Arnold Classic Champion, attended with his wife, Gale, adding to the night’s prestige. The event also captured social media’s attention with a viral moment from Robert Wilmore, ‘NDO Champ,’ whose spirited popcorn bucket kick during an interview garnered over 653,000 views.

The premiere highlighted the contributions of Shawn Ray, a legendary bodybuilder turned media host, who conducted engaging interviews capturing the stars’ behind-the-scenes moments. His coverage provided fans with a unique look into the personal and professional lives of the attending celebrities.

Anthony Lolli, President of Lolli Brands Entertainment, expressed his gratitude, stating, “Witnessing the audience’s deep engagement and receiving their heartfelt feedback during the Q&A session was immensely fulfilling.” He praised the documentary for being a “testament to the power of film to connect and communicate deeply personal journeys.”

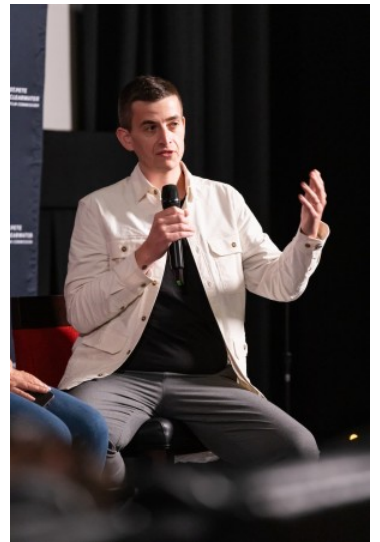
The documentary’s production was a family affair, led by Anthony Lolli and his wife TereZa Hakobyan-Lolli, along with their children, Love and Legend. TereZa, who brought a distinctly feminine perspective to the production, emphasized selecting projects that “represent the glow of humanity,” particularly poignant in today’s divided world.

Henry Adkin, newly appointed Head of Studio for Lolli Brands and a notable figure in the film industry praised the documentary for its emotional depth and the joy it brought in portraying the lives of bodybuilding stars. His wife, Emma Adkin, Lolli Brands’ esteemed Production Manager, reflected on the joy of working and winning together as a family in the industry.

Lolli Brands Entertainment showcased not only “The Guru” but also introduced the audience to a new dimension of the festival through the “Biohack Yourself” documentary. This feature included a Biohacking Lounge, where cutting-edge health and wellness practices were demonstrated, aligning perfectly with the film’s theme of transcending physical and mental limits.

As “The Guru” now streams on Amazon Prime, its premiere at the Sunscreen Film Festival has undoubtedly set a new standard for documentary filmmaking in the bodybuilding world. The event was a profound demonstration of how personal stories, when beautifully told, can inspire, educate, and transform an audience globally. This documentary does more than recount George Farah’s trials and triumphs; it invites viewers into the heart of what it means to live a life defined by overcoming the odds.





Media Contact

Lolli Brands Entertainment

hello@lollibrands.com

7868816176

Source : www.lollibrands.com

[See on IssueWire](#)