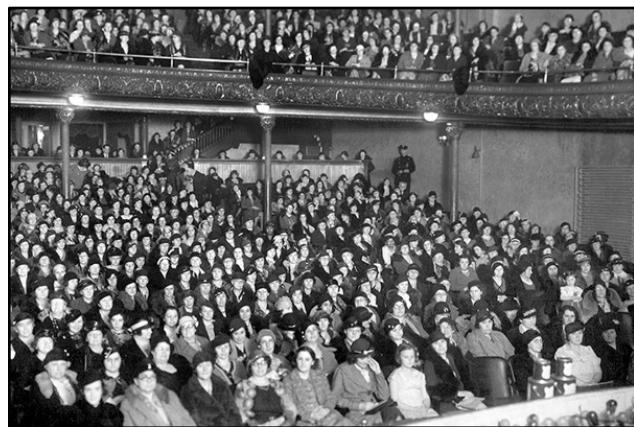


Mr. Everything  
Treatment 2024 v2.0

## Act 1

The film "49th Parallel" screens inside a Philadelphia movie theater. It's 1942. Two seventeen-year-old boys, George Eiferman and Christopher Lewis sit side by side eating popcorn, mesmerized by the big screen. They're spurred on by others in the crowd to a patriotic fervor ignited while watching anti-Nazi propaganda messaging. Chris leans into George and whispers, "*Damn, we should be there, when I turn 18, I'm enlisting*". George barely listens as he watches the action on the screen... Then he turns to his friend and says, "*Why wait?*". George gets up and leaves. Christopher reluctantly follows as the crowd continues to cheer on the American's in battle on the screen.



The two walk down a small suburban street lined with glass store fronts. George looks quite frail and closer to fourteen, while Chris towers over him. They stop in front of some stairs leading into a two-story brick building. George pulls out torn sheet of paper, *423 Oak Street*. He looks at Chris with distinct, intense blue eyes and then nods up the stairs, "*This is the place. Ralph got his fake ID up there.*". Chris shakes his head, "*Ralph's 19,,, and shaving! His ID may be good to buy booze, but it won't fool a U.S. government official. You're kidding yourself Georgie*". He wads up the paper and smashes it into Chris' hand, "*Fine. Wait here. Navy men only.*" and heads up the stairs with intent.

Inside a small room with a still camera, a typewriter and oversized printer is a small-time foreigner named Baldwin, a thirty something unshaven printing specialist. He second guesses George's request for an ID, but upon learning he doesn't need to have look 21 to purchase alcohol but 18 to enlist, he reluctantly agrees. Impressed by little George's commitment to his country as George counts out dollars and even coins to pay for the ID, Baldwin nods, "*Good luck, give 'em hell, George Eiferman*".

A Navy minesweeper traverses treacherous waters, facing enemy fire and perilous conditions of a Kamikaze attack. Big guns on the ship fire repeatedly into the enemy plane-filled sky, sending them flaming into the South Pacific waters. Private Eiferman, and others like him, remove the scorching-hot used shells as they're propelled from the guns. They place them in large piles to be disposed of after the battle. Unexpectedly, skinny George was unable to block a discarded shell that flew towards his head and cut him right above his right eye. A couple other men saw blood coming down his face. *"Kid, what are you doing here? The US Navy represents strength."* The second man followed up, *"Pip squeak Kike"*. George continued, ignoring them.



Amidst the chaos of combat, he endures relentless bullying due to his Jewish heritage and slight stature. George must hold his tongue at grub time and relies on his skills as a trumpet player finding some redemption as the bugler on the ship. That did not stop the primary, anti-Semitic bully, a strong, stocky soldier from Little Rock, Tyson Murdoch.

On a cloudy morning, in a quiet moment, George was moving the discarded shells away from the gun turret. Murdoch cornered him near the edge of the ship. A brief altercation began about his small size and Jewish faith. Tyson then picked up George and tossed him overboard. He looks down into the water, laughing, and says to his sailor friends who observed the bullying, "Let's see if the 'little Jew-boy' can swim."

The cold Pacific sent a shock wave through George's system. Slow, deep breaths he reminded himself, as he started to swim around the hull of the boat, looking for a way to get back onto the ship which was fortunately anchored in Palau Islands military harbor. The sailors lined the railings to watch "little" George swim to safety, offered nothing but cheers and jeers. One cries out, "Who's going to blow the bugle now?"

George did not panic and finally grabs his lifeline, the ship's large, metal anchor chain. He catches his breath and considers his very limited options. Slowly, George climbs his way up the chain, using all his strength to lift his body weight along the rusted metal. Soon, the jeers shift to cheers as George pulls himself back aboard the ship, flopping on the deck, exhausted. Murdoch was impressed, but he could only shake his head in amazement as the crew dispersed.

George stands, feeling somewhat accomplished he has an apophony as he looks over anchor chain. Looking over the harbor, he runs the gamut of emotions, anger turns into surrender, then determination as he speaks to himself, quietly, *“Damn it George, this cannot go on. You may be mentally tough, but being physically weak is not okay. Never again... God help me. The bullying it must stop.”* He looks up at the morning sky for an answer. Slowly nods, *“With strength in my faith comes strength in my body, and it starts now.”*

Montage. Every day they weren't in combat with the Japanese Navy, George would swim laps around the ship and climb the anchor chain. Mostly the jeers from that first day quickly turned to cheers and then a quiet acceptance that the little bugler, George Eiferman, the little Jew from Philadelphia, was conducting his daily exercises that he scripted himself in various places around the ship. He lifted metal buckets filled with water, day after day, and then he added chin-ups on the back crane, to strengthen his arms and back muscles.

The ships Polynesian cook, Koa, sketched jungle animals he witnessed while on leave on the various tropical islands. He kept his drawing supplies under his bunk next to a stack of comic books, including Tarzan. Koa noticed George's body transformation over time. One night he sketched the muscular George hero akin to Tarzan that he kept drawing over the next couple of months.

Intercut with battle sequences in the Philippines and Iwo Jima, the ongoing South Pacific sweeps of anchored mines by cutting their mooring ropes or chains, permitting the mines to float to the surface where they could be destroyed by gunfire, George kept to his routine religiously and with such vigor that the other sailors started to take their own workouts more seriously. Even Tyson Murdoch, the admitted antisemite from down South, started to give George respect and admiration. Finally, he gave George the ultimate compliment, as only Murdoch could, *“Jew-Boy, you're as tough as any guy on this ship!”*.

As his tour ended, and the troops were leaving the ship, Koa showed his drawings to George, I call this character, *“George of the Jungle”*. Koa handed him a colorful sketch, saying, *“Happy 21st Birthday brudda”*. George found the gift amusing and took for a souvenir, *“Thank you Koa, ‘George of the Jungle’... that's the best name I've been called on this ship!”*

Now physically transformed, adding 40 pounds of muscle to his five-foot, six-inch frame, and exuding the confidence, George left the mainland Navy dock and did not look back, but he did muse over the drawing as he walked away.

## Act 2

George's post-World War II return to Philadelphia in 1946 finds him struggling to secure stable employment like many other veterans. He meets his friend Christopher at a coffee shop who can't believe the transformation from his skinny friend. Chris served in the army but in no way misses the combat. Meanwhile, something was different with George, more than his physical

stature. He's still seeking solace and purpose. He's the same skinny kid that left the movie theater wanting more.

George rediscovers his passion for bodybuilding at Fritshe's, a local gym, reigniting his sense of determination. Encouraged by fellow gym-rats, he decides to compete in the Mr. Philadelphia bodybuilding contest, despite initial uncertainties. George's relentless dedication and meticulous study of bodybuilding techniques felt compulsive. He planned on winning and read every bodybuilding magazine he could, studying the poses, the physical prowess, and the attitude that it takes to win one of these contests. He questioned anyone and everyone at the gym who had any knowledge of what it would take to win the Mr. Philadelphia contest. He learned that winning a contest like this was truly a test of both strength and skill and within a few months after his Navy discharge. George Eiferman became Mr. Philadelphia.



He gets dropped off at his family home by one of his workout friends, Richey. George tells Richey he hates asking for anything and his parents have always wanted him to make his own way. They also come from modest means, living on a tight budget and the small house they pulled up to supports that. Richey reminds George there is only one place, only one, he can go to build on his body building success, "*Georgie, you need to be at Santa Monica Beach in Southern California.*" George flashes his big smile and winks his blue eyes and replies, "*Then that's exactly where I'm going...*" as he leaves the car.

Over dinner with his parents and sister. George catches up on family affairs, the war and his new title, Mr. Philadelphia. Neither of his parents know anything about bodybuilding and think it's time to move into a profession and raise a family. He'll have none of it and his sister backs his dream, "*Why shouldn't my brother continue to follow his dream? Look mom, dad he's already found success, if Mr. Philadelphia why not Mr. California?*" The family loans him enough for bus fair and entrance fees, but that's it. George shakes his dad's hand and hugs his mom with gratitude, done deal.

Montage. George boards a Greyhound bus. He sits back in his chair with only a gym bag with a change of clothes, some fruit, workout magazines along with a tourist guide to Los Angeles. As the various terrain passes by outside the window, George repeatedly flips through the pages of Southern California lifestyle. The beautiful women in swimsuits, the white sands, even Hollywood are in his dreams now. Then journey ends at a bus stop in the underbelly of downtown Los Angeles that was hardly scenic.

Just south of the scenic pier at the end of Route 66 in Santa Monica, California, 1948, is like no other place in the world. George looks in from the outside as he approached the sunny beach strand with a huge smile. He immediately takes off his shirt to fit in. It doesn't take long to realize the men and women here are pumped up and tan. George introduces himself to the owner, Bruno, a six-foot four Italian man with lots of charm. He tells him of his dream to become Mr. California and looking down on George, Bruno replies, "*Join the club my friend, we all have dreams here.*" George says, "*Think I'll fit right in here Bruno, at--*" Bruno finishes his sentence, "*Muscle Beach.*" George drifts off in thought, "*Muscle Beach*".



George gets right back to the tenacious man he became onboard the Navy mine sweeper. He's in his element lifting weights, tanning, and swimming in the ocean. He signs up for the Mr. California contest that starts in two weeks... When the competition begins George is tunnel vision. He goes on stage and perfectly executes the requested poses to isolate muscle groups. He's clearly not the biggest man in the group but his definition is undeniable. By the end of the evening, George Eiferman secured a second victory and held the Mr. California trophy on a wooden stage to a small audience on the boardwalk of Venice Beach.

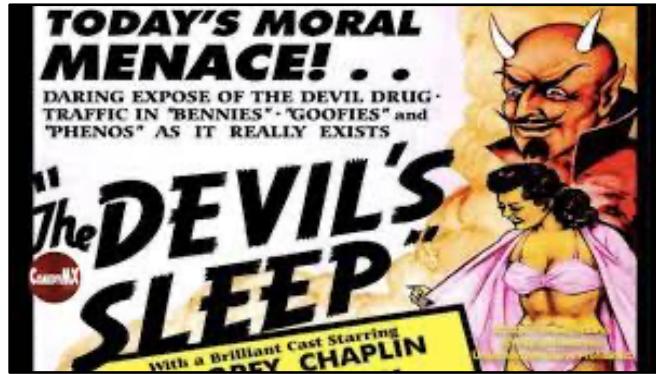
His growing confidence leads him to enter the prestigious Mr. America contest. His bravado is clear leading up to the event. Bruno observes with some of the other weightlifters, they question if he's got what it takes to win that too. In this event George is clearly smaller, less defined, and less charismatic than the top body builders. This is a real showcase of not just muscles but personality and pizzaz. He experiences a humbling defeat, finishing in 5th place. This setback proves to be a pivotal learning experience for George, instilling in him a newfound humility and determination and teaches him valuable lessons in being humble and perseverance.

There was another positive outcome from the experience. George's befriends Steve Reeves, a renowned bodybuilder who holds the Mr. America title and a working actor in Hollywood. Steve's next competitions are Mr. World and Mr. Universe. George acknowledges he has more hard work to do to get to that level, but is also interested if Hollywood's glamor that Steve has access to. He asks if that could help him become, "...more, entertaining, less soft spoken".

George showed up daily at the Santa Monica gym working harder than ever, becomes a little more social and at ease after his loss. He still has respect from his peers and his new lifting buddy is Steve, who tells George of the glamorous lifestyle in the movie business and the celebrities he's met. George quotes his magazines as his only reference which makes Steve laugh, "*George, the magazines show the glamor for sure, but driving on a studio lot,,, well that's something you have to experience.*" He invites George to visit him on set to watch him film the "Sword and Sandal".

George visits Steve on set filming one of his *Gladiator* movies. He meets the director where Steve tells him how George should be in one of his films, after all he's Mr. California. By the end of the day, George was an extra with his shirt off waving a saber in a fight scene. That night they visit Musso and Franks Restaurant with two starlets enjoying an evening of romance.

George visits Steve's Santa Barbara ranch where they ride horses and George reveals, "*After real combat, no disrespect, these Hollywood movies seem more like smoke and mirrors.*" Steve finds his comment amusing, so he challenges him, "*Then wait until you try acting*".



Sure enough, his perspective changes when he lands a co-starring role in the 1949 sensationalist thriller "The Devil's Sleep," Getting 5<sup>th</sup> billing on the one sheet, playing a character named... George Eiferman, the film poster shouted out: Daring expose of the Devil Drug; Traffic in Bennies, Goofies and Phenos as it really exists. The film's trailer plot tells it all – *"A sleazy drug dealer pushes pills out of his health spa for overweight women. He wants to expand his business so he can hook the town's teenage population on "bennies."* The movie filled with bad acting, felony bad dialogue and ridiculous plot sank quietly in the box office, and it convinced George the movie business was not for him, but he was recognizable by the women both at Muscle Beach and on the studio lot,,, and this he enjoyed. At the same time an animated series came

out called *George of the Jungle* that he chuckled at. Koa was a producer and used the images of George which George knew nothing about and didn't care. More fame was enough.

His bachelor's fate intervenes as George strolls the studio lot from where Steve was shooting another sequel, "Hercules Unchained". He wanders into Stage 3 to look at a completely different genre film being directed Mario Lanza, it was a musical. Suddenly, he heard the voice of an angel, an opera singer from Texas named Tobi Faye, working on the film, and it was almost love at first sight. Their meeting sparks a romance, and they marry in Las Vegas, in a magical week that sparked George's imagination.

They moved to the Hollywood hills and went to red carpet events together. The paparazzi loved Tobi and he was her eye candy. George's newfound Hollywood fame attracts attention from admirers, straining his marriage as he succumbs to temptation on more than one occasion. Though he had taken his marriage vows to Tobi very seriously, he did everything he could to be betray them.

Montage. George repeatedly, secretly, dated willing beautiful young women in Hollywood and beach girls. In conversations he would say in his soft spoken, self-confident way. "... *it would be sad to let his chiseled body go to waste*" followed up with a kiss. George took them beautiful Hollywood Hotels and surf shacks in Malibu, whenever the opportunities came up for George to undress a new woman, he was on. Invariably, after the escapades were over, George would look at himself in the mirror and say to himself, "*Why? You're a better man than this private Eiferman*", or "*George, find the man climbing the anchor chain, be that guy, not Mr. California.*" He was tormented inside.

Tobi couldn't look away any longer. Though she loved George, and he loved her, his dalliances were simply too much for the marriage and it ended in divorce. The press, who loved Tobi, were not nice to George. He needed to leave town and get a fresh start.

### Act 3

The fond memories of his honeymoon in Las Vegas, along with the new casinos and the burlesque dancers seemed like a great place for George to "regroup". Despite personal challenges, George remained committed to his passion for bodybuilding and promoting good health while he moved into an apartment and joined a local gym, while working out he spoke with a lifting partner telling him that "*I'm back on track, been very blessed and made some mistakes. I plan to give back now.*"

He soon becomes a spokesperson for the Nationwide School Assemblies of America, speaking at high schools nationwide to encourage healthy lifestyles among young people. One trip in Twin Falls Idaho, George spoke, "*I would reach out to sailors in combat who didn't have enough strength to pull themselves up into a rescue boat. We didn't just talk about good health habits; but that bodybuilding was for strength as well as for show. It took me five years of serious*

*training before I saw any difference in my build, so start now boys and girls, yes women need to be strong, healthy, and confident too.”* Then he demonstrated a pullover with a 110-pound barbell.



George’s ability to attract beautiful women had not left, for better or worse. In Las Vegas, there was a different lifestyle to Hollywood with stage shows and dancing girls. On cue, George soon found himself entangled in the world the legendary Mae West. West, known for her controversial, sexy persona. Mae hired George as part of her Vegas nightclub act that was making a record \$10,000 a week. The Vegas act was only 45 minute long due to her age, consisting of a series of sketches and songs with Mae at the center of all this, backed by a troupe of singers and dancers and a lineup of ‘titled’ bodybuilders. This is where George enters, to act as eye candy for the women – and no doubt for some of West’s male audience, too. Their main purpose, the almost naked bodybuilders, was to be seen to adore the ‘Star of the show.’ The nine men, dressed in skimpy white loin cloths and sandals, would carry out West, dressed in a black dress and wrapped, in white mink, on a large silk-covered bed and George was the lead pony. His inclusion in Mae’s act added allure and mystique, she leveraged his Hollywood experience and weightlifting accomplishments, contributing to the success of her performances across various cities.

The tour made a stop in Philadelphia where George was treated as a hero and a star. He paid back his parents, and the family was very proud. The visit was short but provided perspective.

Despite their significant age gap, George and Mae developed a close relationship, with George becoming a confidante to Mae off stage. Mae found solace and companionship in George, who provided her with unwavering support and understanding. Their bond transcended mere attraction, with Mae finding in George a sense of comfort and trust rarely experienced in her tumultuous life and George was back in bed with another woman.

This time it was different though. His wisdom and self-reflection added a new dimension, compassion, a sense of sharing. He could identify with her infamous but epic Hollywood rise and fall when she shared, “*I felt pushed aside by Hollywood and mostly forgotten by my fans.*” George would hold her in his strong arms tight as her memory was jaded, “*The censors began editing my screenplays with heavy strokes, obliterating my saucy dialogue, and rendering jokes senseless. For a while, I was able to work around it with double entendres and suggestive*

*intonations, but the censors began rejecting finished films and ordering costly reshoots with their own story changes. The films grew dull; audiences grew bored. Ticket sales fell.*

*Moviegoers opted for a bubbly Shirley Temple over this version of me, a neutered Mae West. The Hollywood Reporter labeled me “box office poison,” and just like that my film career was over.”* George was a good listener.

Soon after Mae's show closed and George continued to stay busy traveling all over the country giving high-school talks, while also promoting his workout routine, which made him a highly visible presence in Las Vegas.

Transitioning from Mae West's world, George became involved with another iconic figure, Debbie Reynolds, during her Las Vegas residency and show at the Rivera Hotel. As Reynolds navigated through personal turmoil following her divorce, George was hired to work in her Vegas revue, as more eye candy and a background performer, but more importantly, as her friend, confidante and sometimes lover. Like Mae, he offered solace and support during her challenging times. George found himself drawn to Reynolds' vulnerability and sought to provide her with the comfort she desperately needed.



George soon formed a deep connection with Elizabeth Taylor through his association with Reynolds. Taylor, grappling with health issues and emotional wounds, found in George a source of strength, and understanding. Their bond deepened as George provided Taylor with guidance and support during her struggles, showcasing his capacity to connect with and comfort high-profile women facing personal turmoil.

Following his time with Elizabeth, George found himself drawn into the tumultuous world of Marilyn Monroe. Initially approached by Monroe to serve as her bodyguard, George declined, citing his pacifist beliefs and aversion to violence. However, Monroe persisted, seeking his trustworthiness and imposing presence to navigate her complex life.

As George spent more time with Monroe, he recognized her deep insecurities and fears stemming from her high-profile relationships with Joe DiMaggio and John F. Kennedy, among others. Their relationship evolved into a brief affair, marked by George's attempts to support

Monroe's well-being and safety. Despite her glamorous exterior, Monroe was plagued by inner turmoil and vulnerability, confiding in George as a trusted friend that she would share over pillow talk.

However, tragedy struck when Monroe was found dead from a drug overdose in August 1962, leaving George deeply affected by her untimely demise.

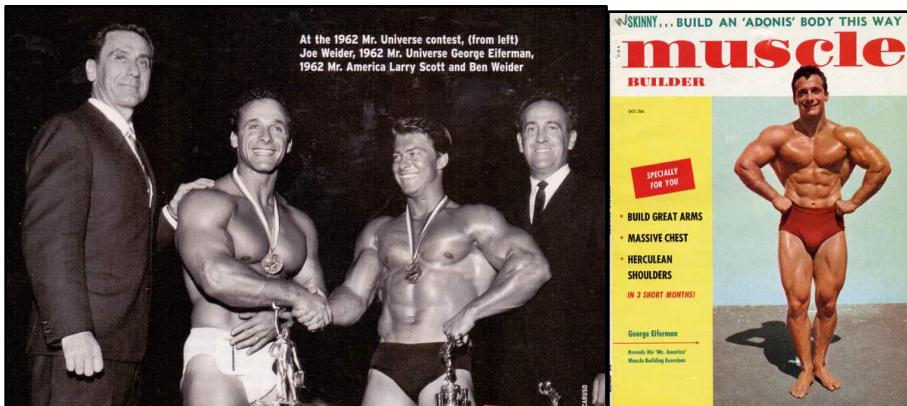
He went back on the road helping high school kids with physical fitness and nutrition. Utilizing his showmanship skills honed from his time with Mae West and Debbie Reynolds, George captivated students with feats of strength and storytelling about his journey from a Philadelphia street kid to a Navy seaman and bodybuilding champion. George learned from the best.

Despite receiving praise for his efforts, there was something missing in his life. Even after all the fame and high-profile relationships, George felt a longing to return to his bodybuilding roots. George was feeling like "old news" someone who had his moment of fame, but that torch was already passed on to the next generation. This was a very unfamiliar feeling for George since his life certainly didn't lack for excitement. But this was deep and personal. This was again time for him to look into the mirror and ask the difficult question, "*Who have I become?*". He wondered how much value he added to these vulnerable women, versus building his own ego's need for validation, emotional and physical pleasure.

He moved back to California and frequented Muscle Beach, observing fellow competitors and preparing for his comeback. Determined to reclaim his former glory, George set his sights on the Mr. Universe contest. Refusing to resort to steroids, he adhered to his belief in natural bodybuilding and preached against drug use, drawing from his role in the film "The Devil's Sleep." George studied the major bodybuilding championships of the past years since his Mr. Philadelphia and Mr. California victories. While he worked out vigorously, he has flashbacks of his time aboard the minesweeper, where he first started his workout routine, though primitive as it was, it did the trick.

With meticulous training and preparation, George geared up for the highly anticipated contest. The Mr. Universe-Mr. America event was a grand spectacle, featuring top physique contestants and a lineup of professional talent. As the Master of Ceremonies, George entertained the crowd with his charm and charisma, showcasing his strength and newly developed humor.

When the moment of truth arrived, George stepped onto the stage with confidence, executing his poses flawlessly. Amidst fierce competition, he emerged victorious, crowned Mr. Universe, 1962. George couldn't hide the tears of joy and exhaustion that streaked down his face. The media wrote the "has been" George Eiferman was back in full force as he held up the belt proclaiming him Mr. Universe, 1962. George's triumph marked a triumphant return to the pinnacle of bodybuilding success, proving that age was no barrier to greatness.



With George's renewed success in weightlifting comes opportunity. He opens a series of gyms with his name above the door; starts his own line of vitamins, natural health foods and protein drinks and a line of workout clothes with George's name and caricature on prominent display. He began to train celebrities as they worked the Vegas circuit or just passed through, along with athletes who had taken their youthful prowess for granted, and not unlike George, wanted the second act of their lives to be as enriching as the first one. Other bodybuilders came to him, men like Arnold Schwarzenegger, Sly Stallone trained with George, valuing his workout routines and his advice about avoiding steroids and developing natural health and workout habits. Even Rock Hudson, grappling with career stagnation and personal struggles, sought George's guidance to regain physical and mental well-being, leading to a resurgence in television before his tragic death from AIDS.

With all the success and opportunities coming at him, George was not a particularly good businessman. Despite lucrative offers, George declined business proposals, prioritizing principles over profit. When Holiday Inn sought to use his name for gym facilities, he refused, upholding his belief in genuine health clubs, and maintaining integrity. This bad business decision did however reflected George's integrity and commitment to his motto and values, despite financial incentives.

George's glamourous single life was about to change again. As he was starting to develop the series of gyms bearing his name in Hawaii, Vista, California and Las Vegas, he was at the opening of a gym down in San Diego when he spotted a familiar face across the room, Tobi. Immediately, his face lit up and he made his way through a crowd of fans, who only wanted to shake his hand and ask for a few words of advice from their hero.

Her feelings about George had never faded and there was a moment of joyous reunion. George promised Tobi that this time he'd be a different life partner: no more womanizing and no longer spending all his time on the road. He wanted to be with Tobi and start a family. He truly believed he had learned a hard lesson and he shared that with her in all sincerity. So, they decided to give it another try, and they got remarried. Soon George became a real family man with the birth of a daughter, Leah Daniella and several years later, the birth of a son, Eric Shawn.

George and Tobi settled into a steady routine as his children were growing up. George worked at his gym in Vegas, but commuted back and forth to Vista, California on a regular basis. However, all wasn't right in the Eiferman household. Though George was a loving and attentive father, his oldest, daughter, Leah, suffered through serious mental problems and that shook his relationship with Tobi, as well as his role of a parent who could protect and take care of his children. While young Shawn found his way into musical theater, tap classes and ultimately taking guitar lessons by the age of eleven, it was clearly his mother's theatrical and musical background that helped shape his childhood. He was only as a teen when Shawn moved into the more physical activities, not bodybuilding like his father, but into football and baseball. George would drive from Vegas to Orange County or up to Washington to watch Shawn play varsity sports and act as a cheerleader for his son.

However, George's relationship with Leah was entirely different. Leah would disappear for days at a time, as a teenager, then come home stoned, carrying bags of drugs back with her. She attempted suicide on several occasions; and George would get a call at all hours of night from strange men, telling him that Leah needed money to get out of some legal difficulty. Despite his efforts, Leah's condition worsened, leading to a sense of helplessness for George.

This ultimately put a strain on their marriage as George gravitated between lives as a father and husband and a public figure hanging on to his fame while Tobi certainly missed hers. Tobi expressed a deep sadness and resentment that she had given up her theatrical and operatic life, her career and her identity in this relationship with George as his wife and a mother to their children. She resented being called "*Wiferman*" and finally blurted out to George, "*You were and are everything to me. I only wish I was everything to you.*" They divorced for a second time. Though the split could be considered amicable. His relationship with Tobi soured post-divorce, as she struggled with weight gain and smoking, expressing regret over sacrificing her career for their marriage.



Early one morning, a black sedan came by to pick George up and whisk him to a back entrance of the Hilton Hotel. He was taken to the penthouse suite and quickly led inside to meet his new client. For several long minutes, George sat alone in the living room, waiting, planning an appropriate workout and diet regimen for his new client. Finally, the 'King of Rock n' Roll' entered the room, all smiles, holding a sandwich in one hand and several Vicodin in the other. Elvis Presley was clearly overweight, out of shape and very self-destructive. The task at hand wouldn't be easy. helping the declining superstar regain his health, a daunting challenge. True to

George's trust and own life trials, he befriended The King. Elvis shared that, *"He was so proud of his daughter, Lisa Marie, but that because of his hectic schedule and always being away from home and family, he didn't want any more children and he didn't want to be a disappointment as a father"*. George shared his own struggle with being on the road so much and missing some valuable moments with his children, mostly watching his son growing up. Despite his efforts, Presley's self-destructive habits proved insurmountable. Presley's tragic demise underscored the darker side of fame, leaving George reflecting on the fleeting nature of success.

A meeting with President Reagan offered George an unexpected opportunity to further his career, yet he chose to prioritize his son and personal fulfillment. Despite declining fortunes and disappointments, he remained grounded. He did not want to be in the political arena and focus on his gyms.

George, all 5 foot, 8 inches of solid muscle, now in his early 70's walked into a busy Las Vegas gym to say his goodbyes to the men and women seriously pumping iron, working their muscles and their concentration. He immediately attracted attention and the response was for that of a major celebrity. George chatted with anyone who came by, and he even offered some advice about proper technique and posture to the well-built clientele.



He had decided after a colorful and incredibly exciting life that he was packing it all in and moving to Hawaii. George had been there before, many times, in fact, to visit the gym bearing his name, but this time his plan was much simpler, retire once and for all, live on the beach, watch the sunset each day while eating pineapple and fresh fish and remembering a life well-lived. So, the 'Ambassador of Fitness' took one last look around, gave a small wave of his hand and he was gone.

Several days later, Eiferman was on a plane heading to Hawaii to start his retirement and enjoy the Island life he'd been dreaming about. As he closed his eyes, he could see himself running along the shoreline, soaking up the sun and the cool island breeze.

It was paradise... until the screams of a frantic flight attendant, shook him out of his fantasy and thrust him into a cold, hard reality. George was in full cardiac arrest in mid-flight. A short time later, he was in the operating room as doctors worked frantically on his open-heart surgery to keep the "Ambassador of Fitness" alive. The prognosis wasn't good.

The scene shifts from the Hawaiian daydream/nightmare to Bonnie Eiferman's home, where George lay dying, surrounded by Bonnie and Shawn. Though no longer married to George, Bonnie stepped up and cared for George those last three excruciating years after his life-saving open-heart surgery three years prior. Both Bonnie and Shawn held George's hands; and Shawn leaned in to speak his last words to his dad. Weakly, George opened his eyes to hear Shawn say, "*I'm so proud to be your son; the son of George Eiferman.*" As George closed his eyes for the last time, his thoughts went back to a beach with his young son. He leaned down to a young Shawn, with an almost shy smile, cupped his son's cherubic face in his massive hands and quietly shared, "*I had a life well lived. With so many stories to tell*".

As George passes away, he leaves behind a legacy of resilience and perseverance. His story is one of triumph over adversity, of love lost and found, and of the enduring spirit of a man who refused to be defined by his circumstances and self reflection. In the end, his legacy lives on, a testament to the power of the human spirit to overcome even the greatest challenges.