







Coors LIGHT®











alma

Coors LIGHT.  
FANXIETY



VISION

# INTRO



First of all, gracias for bringing this project our way! As a soccer fan, I can totally relate to the personal connection we feel with the beautiful game.

I've been in a World Cup, I shot with a lot of soccer stars. I'm from Uruguay, a country with football fields everywhere. If I don't want to loose my citizenship, I have to feel the sport.

I've even shed a tear or two (or three or four) for my team and I'm pretty sure I've used a t-shirt to cover my face during a match at least once. It's all part of the fanxiety.