

Beat: Lifestyle

## **USAIN BOLT, Icon of Victory, is Appointed the New CEO of MAISON MUMM**

### **Number One Champagne House in FRANCE**

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**USPA NEWS** - Maison Mumm announced on November 28, the special appointment of Usain Bolt, one of the world's most daring and decorated athletes, as its newest CEO. After months of speculation regarding his next move after his victories in Rio, Mr. Bolt gave a special statement that he will take on one of...

Maison Mumm announced on November 28, the special appointment of Usain Bolt, one of the world's most daring and decorated athletes, as its newest CEO. After months of speculation regarding his next move after his victories in Rio, Mr. Bolt gave a special statement that he will take on one of the biggest challenges of his career as CEO of the number one champagne house in France, Maison Mumm.

In the video, entitled 'Usain Bolt, New Mumm CEO,' the Mumm bottle is dramatically lit atop a pedestal. Mr. Bolt comes into the screen and takes the bottle. He then does the unexpected: he sabers it with one of his gold medals. In his new role, Mr. Bolt will take the lead in ideating unique and daring ways to bring celebrations to consumers everywhere through the energy, intensity and enticing freshness of Mumm. His long-term goal for Mumm will include spearheading initiatives to excite the world and ultimately aid in efforts to make Maison Mumm the top champagne house in the U.S.

Mr. Bolt is supremely qualified to take on the Mumm's first ever title of Chief Entertainment Officer. His leadership in sport is unparalleled. His pursuit of victory and his well-known personality in sharing the celebrations that follow his wins have entertained legions of fans worldwide. Mr. Bolt's personal motto - 'Anything is possible; I don't think limits' - aligned perfectly with Maison Mumm's own motto - 'Only the best' - as well as the 'Dare. Win. Celebrate' spirit of the House.

Throughout Mumm's history, the House has partnered with trailblazers who dare to break with convention, such as supporting explorer Jean-Baptiste Charcot during the first French Antarctic expedition in 1904. Similarly, the appointment of Mr. Bolt is a daring first step in a series of planned exciting engagements between him and Maison Mumm.

Source : Maison Mumm

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