

Beat: Vips

HENNESSY Spotlights WORLD CHAMPION CYCLIST MARSHALL -Major- TAYLOR

In Newest -Wild Rabbit- Campaign

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USPA NEWS - Hennessy, the World's Best-Selling Cognac, announced the Launch of "Major," The Fifth Chapter of the Brand's Award-Winning "Wild Rabbit" Campaign. The Creative, which first aired on April 14th, brings to Life the Spirit of Hennessy's "Never Stop. Never Settle." Mantra through the remarkable, yet widely unknown, Story of Marshall "Major" Taylor.

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In the late 1890s, Marshall "Major" Taylor became the Best Cyclist of his Time, and throughout his Career dominated his Competition in the U.S and abroad. He held Seven World Records by 1898, and in 1899, became the First African American to win a World Championship. As one of the World's First International Sports Stars, Marshall "Major" Taylor became an Unrivaled Champion whose "Wild Rabbit" fueled his Search for a Worthy Adversary, which he never found.

The Campaign was developed in Collaboration with Long-Term Partner Droga5 who has been at the Helm of the "Wild Rabbit" Creative Evolution since 2012. This Year's Spot draws Inspiration from Old Photographs, Books and Online Resources as well as Interviews and Taylor's Self-Published Autobiography, The Fastest Bicycle Rider in the World. To keep the Story Authentic, the Scenes were shot in One of the World's Few Fully Operational Wooden Velodromes.

To further celebrate this Story, Hennessy is working with ESPN to share the Pioneering Cyclist's Legacy in a Powerful Short-Form Documentary with Commentary from BMX Rider Nigel Sylvester and Road Cyclist Ayesha McGowan. The Film, airing April 22nd on ESPN at 3:00pm ET, invites Viewers to discover Taylor's Drive, Determination, and Ongoing Quest to break Barriers in Pursuit of his Dreams.

Hennessy is collaborating with Contemporary Visionaries in Music, Art, Fashion and Philanthropy who have been moved by Marshall "Major" Taylor's Story and share his same "Never Stop. Never Settle." mentality :

- * Long-Time Hennessy Partner Nas, one of Hip-Hop's Greatest Lyricists and an Emmy-Winning Voiceover Artist, lends his Voice in the New "Major" TV Commercial
- * Renowned Artist, Author and Cycling Enthusiast Kadir Nelson channels the Spirit of the Champion in a Modern Bronze Sculpture titled "THE MAJOR," a Rare and Exciting Departure from the Artist's Typical Oil Paintings
- * The National Brotherhood of Cyclists (NBC) and Hennessy align to continue the NBC's Original Mission of honoring Taylor through assisting in the development of New Major Taylor Cycling Clubs, Education and Tribute Rides around Taylor's Birthday
- * Designer Kerby Jean-Raymond of Pyer Moss, known for his Original Motocross and Cycling Collection, unveils a Bespoke Cycling-Inspired Apparel Line titled "MMT 140 x Pyer Moss for Hennessy," available for Purchase in June on PyerMoss.com; a Portion of the Proceeds from the Collection will benefit the NBC.

The Holistic Marketing Campaign will continue to roll out across Social, Mobile and TV throughout 2018.

* Photo (L) : Anthony Taylor of the National Brotherhood of Cyclists joins Marshall "Major" Taylor's great granddaughter, Karen Brown-Donovan, and American road cyclist Ayesha McGowan.

* Photo (R) : Designer Kerby Jean-Raymond of Pyer Moss captures themes of inner rivalry in a cycling-inspired capsule collection.

** Photo : Artist, author and cycling enthusiast, Kadir Nelson, sculpted a modern-day monument entitled "The Major" - channeling the spirit and achievements of Marshall "Major" Taylor.

Source : Hennessy

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU
<http://www.yasmina-beddou.uspa24.com/>

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UPA United Press Agency LTD
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UK, London N13NV 4BS
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