

# Press Conference & Media Lunch

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- **Organization** of a **press conference** and an **exclusive media lunch**
- Press conference with editors-in-chief of Burda publishing house for „**Jochen Zeitz Foundation – The Long Run**“



Jochen Zeitz (CEO Puma) with **Usain Bolt** (World and Olympic Record holder, Gold medalist in sprinting) and Colin Jackson (former World Record holder, World Champion in athletics)

