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USAIN BOLT, HUBLOT'S AMBASSADOR, TO RUN A "100 M" IN NYON FOR AN EVENT SUPPORTING THE USAIN BOLT FOUNDATION

The fastest man in the world, Usain Bolt, will take part in a charity event on the 6th July, organised by watchmaking brand Hublot, for whom he is an ambassador. He will be on the starting line in front of the manufacture, pitting himself against 10 child athletes. Hublot has agreed to donate 10,000 US dollars for each child who reaches the finish line before "Lightning Bolt", which will be paid to the Foundation bearing his name. Everyone is welcome to watch this amazing race!

Usain Bolt has already upset all theories concerning the speed at which man can run, he has smashed records, exceeded limits, astonished experts, overthrown received ideas... Today, in addition to demonstrating his incredible speed, he will be highlighting his great generosity. Alongside his role as a star athlete, the Jamaican sprinter is also a benevolent man and in a few days time, he will take part, with Hublot, in a charity event to raise funds for the Usain Bolt Foundation. This foundation, set up by the runner, supports a number of projects in Jamaica focussing on education, health and development, and is contributing in particular to actions carried out by "United Way of Jamaica" by collecting funds on their behalf.

The race will take place in front of the manufacture on a track specially created for the occasion. The starting order will be given



at 11.00, and Usain Bolt will launch himself forward to catch up with and encourage the ten young athletes from the region selected to take part in this exceptional sprint! Dartfish will provide the installation of virtual starting time comparison software... this system will allow those who wish to measure themselves against the "Lightning Bolt" to superimpose the image of their start to that of the champion!

In his role as ambassador for Hublot watches, Usain Bolt will visit the manufacture's workshops in Nyon and will take part in a workshop session to develop the watch that is soon to be created in his name.

Live on 6th of July at 11 AM on :
www.hublot.ch or <http://video360.world-television.com/UsainBolt> where broadcast quality footage will also be available a few hours after the event and on iPhone on <http://gaia.world-television.com/hublot/20100706/>