



## SNOWSTORM BY MUMM

**MAISON MUMM INVITES THE WORLD TO DARE WIN CELEBRATE, WITH THE LAUNCH OF SNOWSTORM BY MUMM\* PLATFORM IN ASSOCIATION WITH INTERNATIONAL FREESTYLE SKIING STAR KEVIN ROLLAND.**

New-York, November 16th - As the icon of victory, Maison Mumm is thrilled to announce a brand new sponsorship deal with international freestyle skiing star Kevin Rolland.

A 9-time medalist with 5 golds at the X Games and Olympic Bronze medalist at Sochi in 2014, Rolland embodies the House's motto of Dare, Win, Celebrate and personifies pushing the limits. This new partnership will be on display at an exciting series of snow-themed events across the world, showcasing the most daring side of skiing. In the new action short film Fast Forward 2: The Eclipse, Kevin and his friend Julien Regnier take the audience on a white-knuckle ride down the mountain, showing off a succession of hair-raising stunts on their way to an exclusive Mumm party. The tone of the film is pure Mumm - a perfect fit with the Maison's track record in adventure sports like sailing, horse racing and Formula E.

A freestyle skier, Kevin Rolland, is captured in mid-air, performing a backflip. He is wearing a red and black jacket, white pants, and a yellow helmet. His skis and poles are visible. The background is a bright blue sky with falling snow. The skier is positioned in the upper right quadrant of the image.

# #DareWinCelebrate







As the natural partner for daring celebrations, Maison Mumm will be extending the skiing theme to its Snowstorm by Mumm parties, which offer a brand new way of celebrating the winter.

Staged at select New York venues, these exclusive events will invite partygoers to live out Mumm's values of Dare, Win, Celebrate in a series of bold challenges. Among them, for the first time, the Mumm Daring Delivery VR experience and video game - developed exclusively for Mumm - will enable them to enter virtual reality and compete in a thrilling downhill race to be first to arrive at the party. And beginning next year, Snowstorm by Mumm\* will showcase the Maison's iconic red sash on the podiums and in the clubs of the world's most prestigious ski resorts, from Europe to the US.

This virtual ski challenge puts the emphasis firmly on the sport's most daring side, in line with Mumm's special status among Champagne houses. Mumm is the first Champagne brand to launch an interactive Virtual Reality experience, combining the high-definition technology of a VR headset with a connected balance board. The game - which can be played in real time, as well as on mobile apps for a lasting thrill - will be brought to selected trade partners. It is just part of Snowstorm by Mumm\* 's innovative take on wintertime entertainment, and will be accompanied by other snow-themed rituals - like a spectacular "skibrage" bottle-opening.



With its high-profile ambassador Kevin Rolland - a man synonymous with pushing the envelope - and this cutting-edge 3D game, Snowstorm by Mumm\* offers a perfect illustration of the Mumm motto: Dare, Win, Celebrate.

\* *Snowstorm by Mumm is a brand seasonal communications and marketing activation by Maison Mumm.*

## OFFICIAL INTERVIEW OF KEVIN ROLLAND

### Why did you agree to this partnership with Maison Mumm?

We have a lot in common. The Maison's motto Dare, Win, Celebrate really appealed to me. And we're making history: this is the first time that Mumm has been involved with skiing.

### What's your definition of pushing the limits?

Always taking on new challenges. Risk-taking is in my blood. Riding the same old runs just isn't my kind of skiing. I'm looking for something that gets the adrenaline pumping and makes me feel alive. Very early on, I knew it had to be freestyle.

### What was your most daring victory?

The gold medal at the Winter X Games in Aspen, Colorado, ahead of Gus Kenworthy and Ben Valentin. We really celebrated that one. The celebration is part of the victory for me. That's one of the reasons I've gone into this partnership with Mumm - the ultimate icon of victory.





**CLICK HERE TO SEE KEVIN ROLLAND'S ALL-ACTION MOVIE:**

<https://www.youtube.com/watch?v=CqRIWigIMJo>

**DOWNLOAD THE MUMM DARING DELIVERY VIDEO GAME APP (IOS ANDROID):**

[www.ghmumm.com/sbm](http://www.ghmumm.com/sbm)

## ABOUT MAISON MUMM

Mumm is part of Martell Mumm Perrier-Jouët, the prestigious cognac and champagne business of Pernod Ricard, the world's n°2 in wines and spirits . With its distinguished heritage dating back to 1827, Mumm is the leading international champagne House in France and third worldwide\*. Mumm Grand Cordon pays tribute to the iconic red sash – indented in the glass as part of a whole series of innovations., The revolutionary bottle is the perfect embodiment of the spirit of the House associated with audacious challenges and ground-breaking endeavors.

\* IWSR 2015

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## MEDIA ENQUIRIES

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