

PRESS RELEASE

“Challenge Master” Dr. Wladimir Klitschko to take part in Amazon Original TV show

Hamburg, 24.06.2021 - Dr. Wladimir Klitschko and Amazon Prime Video to team up on a new Amazon Original series.

For his fans and followers, Dr. Wladimir Klitschko becomes "visible" again after years of focusing on entrepreneurial activities and developing his FACE the Challenge method.

“Why did I accept this challenge? Because I want to show what my method can really do in concrete situations. I want to prove that willpower is indeed the strongest force in life to overcome any challenge. And, of course, I want to convince and reach a maximum number of people.”

“Amazon Prime Video as a partner and the new reality-adventure series “Celebrity Hunted” in Germany are the perfect ingredients: Amazon Prime Video is an impressive brand and has incredible innovative power. Such partners play a central role in the development of my second career with Klitschko Ventures.”

In the production, a total of 10 celebrities in 6 teams with individual escape routes through Germany will face a specialist team of "hunters". The goal is to independently reach a geographical fixed point, with limited means, in a period of 10 days without being caught by the "hunters".

“The quality of the production and the highly professional way of making it were crucial in my decision. Fun and my daily dose of adrenaline are a pleasant byproduct of this cooperation.”

Celebrity Hunted launches exclusively for Prime members worldwide on Prime Video in late 2021.

Along with the 2020 release of the book and SPIEGEL bestseller “F.A.C.E. the Challenge – Discover the Willpower in You!”, co-authored with Tatjana Kiel, CEO of Klitschko Ventures, this is another step in reaching more people in the mission “to make willpower accessible to everyone”.

The collaboration with Amazon is a new, additional format of Klitschko Ventures' “Inspiration” business area. Here, the entrepreneur and developer of the *FACE the Challenge* method wants to provide food for thought on social and economic challenges and reach a broad target group, such as via articles, books and personal appearances.

Contact:

Nicole Steven
Winterstr. 2, 22765 Hamburg
Germany
presse@klitschko-ventures.com

About Klitschko Ventures

Klitschko Ventures GmbH wants to make the insights of former multiple boxing champion and "Challenge Master" Dr. Wladimir Klitschko available to everyone. For this purpose, he and the team developed the *FACE the Challenge* method, and via various formats and products they are now scaling it for individuals up to large corporate organizations. The method supports people in releasing energy for implementation, while also supporting companies in placing the "human factor" at the center of all transformation processes. Strategically, this goal is implemented in four pillars: Inspiration, Education, Consulting and Solutions. The entire portfolio is geared towards mentally and physically activating the greatest possible potential of each person, and also in developing genuine will and resilient willpower.

More info at
www.klitschko-ventures.com

About Dr. Wladimir Klitschko

Dr. Wladimir Klitschko holds the record as the longest reigning heavyweight boxing world champion of all time. He sees himself as a "Challenge Master" and wants to help people turn their problems into challenges with courage and realism.

With his Klitschko Ventures company, which he founded in 2016, Wladimir Klitschko developed the *FACE the Challenge* method from his philosophy of life *Challenge Management*, the core of which is the expansion and development of the key skill of willpower. Willpower in the sense of transformation energy made Wladimir Klitschko successful and allowed him to emerge stronger, even from less successful times. Along with his team from Klitschko Ventures, today his goal is to transfer his expertise from almost 30 years of competitive sports to general life, everyday life and the working world of each individual.

With the Institute of Customer Insight at the University of St. Gallen, in 2015 he established the "CAS Change & Innovation Management" course and the Competence Center for Intrapreneurship.

The book of his method, "F.A.C.E. the Challenge - Discover the Willpower in You!", was published in 2020 together with co-author Tatjana Kiel, CEO Klitschko Ventures.

Moreover in 2021 his expertise transfer was covered in a case study at Harvard Business School (HBS) and published.

For almost 20 years, Dr. Wladimir Klitschko has been involved with the Klitschko Foundation as one of its endowment donors.

In 2012, his independent design hotel opened in the heart of Ukraine's capital, Kiev, and it has steadily become one of the country's top-rated accommodations.

More info on Dr. Wladimir Klitschko

www.klitschko-ventures.com

www.klitschko.com