

## ESSEC alumnus and double Olympic champion Tony Estanguet, flag bearer at the 2008 Olympic Games

*Cergy, April 30, 2008*

Tony Estanguet has been selected to carry the French flag for the country's delegation at the forthcoming Olympic Games in China.

The canoeist has one of the most impressive track records in his discipline: double Olympic champion (2000, 2004), world champion (2006), double European champion (2000, 2006) and two-times winner of the World Cup (2003, 2006).

Tony Estanguet is an alumnus **from the 2004-05 class of the part-time ESSEC Specialized Master's in Sport, Management and Corporate Strategy**. As part of the program, he wrote a thesis in 2005 that received financial backing from the Ministry of Youth, Sport and Association Life along the theme of "The development of adventure sports in urban areas".

### **About ESSEC**

*Founded in 1907, ESSEC Business School, Ecole Supérieure des Sciences Economiques et Commerciales, is a major figure in international management education. Teaching is carried out by researchers of international renown and heads of well-known companies. Together, they perpetuate a tradition of academic excellence and the nurturing of personality as well as a spirit of openness at the service of the economic and social sectors. [www.essec.edu](http://www.essec.edu).*

### **About the European Chair of Sports Marketing**

*Created in January 2002, the ESSEC European Chair of Sports Marketing is dedicated to teaching, research and communications on its chosen field of expertise. Whilst the managerial dimension to the sector is relatively new, sport is becoming an increasingly important vehicle for corporate strategy.*

*The Chair has set itself the main target of meeting the need for professionalization and expansion of the sector. It strives to achieve this by carrying out studies and research of direct relevance to the needs and priorities of companies and training future high-potential managers in the various Sports Marketing professions.*

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