



JOHN SWEENEY  
& THE BRAVE NEW WORKSHOP

AT THE SPEED OF  
LAUGHTER

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JOHN SWEENEY WORK FOR CHEESE

FOR IMMEDIATE RELEASE

For More Information

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**SPEAKER JOHN SWEENEY WILL WORK FOR CHEESE**

*Minneapolis, MN – November 6, 2009* – **In a startling turn of events, keynote speaker and trainer John Sweeney has become the only speaker in the world to accept a bust of his head made entirely from cheese in exchange for services rendered.** As a Madison native and life-long Packer fan, Sweeney happily waived his \$15K plus fee to be immortalized, neck up, in cheese.

Sweeney was overheard to say, “For a person who is fortunate enough to be born in the great state of Wisconsin, there can be no higher honor than to have your image permanently preserved in the medium of dairy products. The Vikings may have Favre, and California may now be the largest dairy producing state in the union, but I have a bust of cheese and no one can take that away from me. From my humble beginnings in Fitchberg, Wisconsin, I never in my wildest dreams could have believed that one day I would reach this level of prestige and status. Thank you to our clients, to the artist and most importantly, the cows!”

**About Sweeney and the Brave New Workshop**

Sweeney is a speaker, author, improviser, and the owner of the Brave New Workshop, the longest running satirical comedy theatre in the U.S. More than a hundred times a year, Sweeney and his team bridge a passion for humor and improvisational theatre to the business world through speaking, training, entertainment, and video services. Clients include some of the largest (and smallest) companies in the world. More information about Sweeney and his programs can be found at [www.speedoflaughter.com](http://www.speedoflaughter.com).

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