

## **Life Leadership Expands into its First European Union Country - France**

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For most companies and entrepreneurs, building and maintaining a local customer base is one of the first steps on the road to success. Once companies have achieved this goal, they often feel they are ready to take on the next step: expanding internationally.

Becoming a global company is an impressive feat, and not every business that sets out to do it actually accomplishes the goal. However, Life Leadership continues to be the exception. Currently Life Leadership operates in the following countries: Australia, Bahamas, Canada, Dominican Republic, Haiti, Jamaica, Mexico, New Zealand, Peru, Saint Lucia, Trinidad and Tobago, United States, and the US Virgin Islands.

Because Life has been so successful in expanding into other parts of the world, the company has now been able to build upon lessons learned and expand into the largest country in the European Union, France. Jay Russell, Director of International Operations, said "The launch in France is the culmination of a lot of hard work that has taken place over the past four months and it is great to feel the energy coming from the events this past weekend. Having a presence in France positions us very well for growth throughout the entire European Union."

In an effort to welcome the French citizens into the Life community, an official launch event was held in Paris, the beautiful capital city of France, on Saturday, January 7, 2017 with Life Founder and CEO, Chris Brady. Many people traveled from far and wide to attend the 8 hour seminar, including guest speakers from Canada: Joce and Cynthia Dionne and Charles and Manon McIntyre. Chris Brady said of the launch, "The opening of the market in France was a smashing success! Already there are individuals who are embracing our mission of 'Setting People Free' and embodying our motto of 'Having Fun, Making Money, and Making a Difference!' Thank you to everyone who worked so hard to make this a reality! We look forward to serving the people of France with our life changing products."

The excitement of this new expansion into France is evident from the responses to the launch event from those in attendance:

"Having Chris Brady with us for the launch of France really opened our eyes to where Life is going. This past weekend was the window to the rest of Europe. Life Leadership is one step closer to changing the world." - Joce Dionne

"To be a part of Life history was a proud moment for [us] - experiencing the joy and emotions shared by our new friends in France as they could see the fruits of their labor come to fruition. We are already helping people on the journey to live the lives they've always wanted." - Charles McIntyre

There was a palpable energy at the launch event that will certainly carry onward as the work in France continues to grow exponentially:

"To participate in the grand opening weekend of Life in France, meet a man with great class, Chris Brady, who is one of the top 50 entrepreneurs and leaders in the world, and discover beautiful people, it was a truly enriching weekend!" - Emanuel Wenger.

"Thank you for all the intense moments and your testimonials this weekend; they were very

heart-wrenching. This is the year that will mark the beginning of a long-awaited revival!" - Francoise Prost

"We don't have opportunities every day to be the pioneers in a brand new market and share special moments with leaders of the caliber of Chris Brady. To participate in an event like this strengthens your trust and your vision. I've never met people so talented, having proved it on the ground for more than 20 years, and be recognized as world experts in leadership, and at the same time be within reach of everyone. I'm very proud and grateful to have been able to assist in this event with Liudmyla, my wife, my partner, my best friend, the love of my life, at the launch of the revolution of leadership, in Paris. We will be able to tell our grandchildren we were there." - Eric Girardot

In addition to mainland France, Life Leadership will also be operating in the French territories of Guadeloupe, Guiana, Martinique, Mayotte, and Reunion.

Life Leadership is thrilled to welcome France to the family and knows that it will become the pioneer country to set millions of people free across Europe.

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