

Virgin Media Builds Boats for Bolt

Written by Roger Douglas
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Virgin Media celebrates Usain Bolt's 9.58 second world record with **a 9:58pm spectacle on London's River Thames-- including a 100m-long, floating flat screen to showcase Bolt's world-beating 100m time.**

Kerris Bright, CMO at Virgin Media says: "Virgin Media has been at the forefront of bringing faster broadband speeds to Britain for the past ten years. By bringing our ambassador, Usain Bolt, to the centre of London we wanted to help celebrate a summer of sport, mark what is going to be a landmark year for Usain and demonstrate what it's like to 'be the fastest'."

Virgin Media's Vivid 200 broadband offers the UK's fastest widely available broadband (download speeds of up to 200Mbps) so their association with the world's fastest man makes perfect sense. They are expanding this through a £3bn programme, Project Lightning, which will reach 17 million UK premises by the end of 2019.

After a Grade 1 tear in his hamstring, Usain Bolt hopes to show fitness at the London Anniversary Games on July 22 to earn selection for the Olympic Games in Rio. To mark exactly one month until he arrived in Rio de Janeiro to defend his world record title, Virgin Media created an ambitious installation bringing symbolizing Jamaican sprint star Usain Bolt to the River Thames.

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[One World, Bolt in Bolt commercial "Bolt's Fast 5" with Usain Bolt](#)