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FIRST FANLINE FOR MÅNSTERS

mzwdaily mag





Edito

M*zwdaily mag* is back with an all new issue. The first fanzine for Månsters discusses the recent events in Måns' life as his big challenge he completed in September running during the Helsingborg marathon or more recently, the release of his first book written with Alexander Wiberg, his friend and Chevaleresk co-host. These last spring and summer were lot of big all new experiences for Måns and becoming a dad is certainly one of them.

As the first issue received a good welcome, I decided to edit a second one and I still hope this new fanzine is the beginning of a long series.

For all the events or topics highlight on this issue, more detail are included on *manszelmerlowdaily.com*. In the fanzine, Several QR code will help you reach more content quickly, by scanning them.

To all Månsters, feel free to ask for specific sections or topics that you would like to read on the next issues and to request anything you want that you think it could improve our fanzine.

I can't wait for next issues which means new projects to talk about, new memories to create between you, Måns, and us, all the Månsters and of course, all of this with music and in a gentleman style!

Måns, I am happy to share with you this new issue of the fanzine. Once again, I enjoyed doing it, I hope you'll like reading it. When I choose the topics in which the fanzine will focus, I realise that I am very proud to support you because of what you do, who you are as an artist but also as a person. *Tusen tack* for everything !

I am also very honored to deliver this fanzine to you personally on the Galaxy boat on October 20th. While writting this, the gig is in exactly two weeks and I can't wait to sing along with you, to meet you again and share an awesome weekend with Månsters I can't wait to meet again for some of them and for the first time for others.

Måns, Månsters, I wish you a
good read. Kram
x

Flora, @mzwdaily



Page 6

Den Moderna Gentlemanen

A Chevaleresk feature dedicated to *Den Moderna Gentlemanen*, Måns & Wiberg's book. Read some detail about the topics which are discussed on this published reference for all who wander themselves how to become a true gentleman in their daily life. More detail on **page 7 - book presentation**. The last weekend of September, Måns & Wiberg attended **Bokmässan**, the swedish bookfair in Gothenburg (Göteborg). Thanks to Bokfabriken, mzwdaily mag is able to share a **review of the book**, with all of you **pages 11-12**.

Page 12

Helsingborg marathon

Live again the Helsingborg marathon Måns run in last September through a Månster who was there. Marie shares with us her weekend in Sweden, supporting Måns and all the Zelmerlöw & Björkman Foundation team who were running for children in Africa.



Page 16

Zelmerlöw & Björkman Foundation

Follow the current projects of the foundation as the last **gala in Helsingborg** and the construction of the **Home of Health & Babies** in Kenya together with Lööf Foundation.



Page 17

News in brief

Read the little news which made Månsters very happy with regarding music projects and concerts.

Page 18

Welcome Albie !

Cute moment alert: On last May, Måns and Ciara welcomed their son, Albert Ossian Zelmerlöw.





Den Moderna Gentlemanen is the result of a blog, then a tv show called *Chevaleresk* - aired on TV6 in Sweden since 2016, and even a podcast since the last summer. Måns, the artist, and Wiberg, the style expert, team up once again in this book which aims to answer questions regarding how to be a true gentleman. Among pictures and tutorials - like how to tie a tie or bow tie, Måns and Wiberg confide in all who want to read their thoughts how to think and live as a modern gentleman. The book, published by Bokfabriken, can be appreciated by women too as it is about lifestyle and the book itself is beautiful – but mainly men could learn more about fashion, values and daily habits.

Inspired by the TV program, the goal of the book is to give the word *chevaleresk* a new meaning, a modern definition which matches our current society. This way, Måns and Wiberg redefine the behaviour of a gentleman in 2018. If he still can be a knight, he's no longer the one who saves a damsel in distress but the one who fights for everyone's values, «no matter who we are, who we love», in other words, without making differences between males and females, social background, sexual orientation, origin, generations,... And of course, wanting to look good never age what makes fashion a topic Måns and Wiberg refer to in their book. Through the pictures of the shooting of the second season of *Chevaleresk*, immerse yourself in a swedish and modern lifestyle vision to learn how to become a true gentleman, in harmony with your time.

“

Both Wiberg and I like writing and we both felt that time felt quite right. The ambition of the whole book has been to portray the modern gentleman in a delightful way and to present some of the excellence of life.

- Måns Zelmerlöw



“

The book is basically filled with fun filled things, but it's also a great opportunity to present things we think are important to consider for the contemporary man. We are in charge of our everyday behavior, and in these sweet, progressive winds that seek equality and equality, we hope to contribute along the way.

- Alexander Wiberg



A very booked week

The last week of September has been dedicated to the release of *Den Moderna Gentlemannen*, for both Måns & Alexander. They started the week in Stockholm to promote the book and then, spent the whole weekend at Bokmässan, the bookfair in Gothenburg (Göteborg).

Måns and Wiberg spent the beginning of the last week of September in Stockholm where they signed their book they were proud to discover. A few days earlier, the all Chevaleresk team - even the Crispfilm and Bokfabriken ones, were happy to share some previews on social medias. The first fifty who bought the book were lucky to receive a signed copy. People also shared they order on Instagram in order to receive a signed copy which made the release of the book a great success even before Måns and Alexander attended Bokmässan the weekend after.

The morning of the release of *Den Moderna Gentlemannen* via the *Chevaleresk* online shop, on September 25th, *Nyhetsmorgon*, the morning TV news on TV4 in Sweden, had Måns & Wiberg as guests. During the tv show, the singer and his friend Alex, the style expert, wonder how a true gentleman is. The answers mainly are in the book. They also talked about the time when Måns played Danny Zuko from *Grease* back in 2006. Måns also talked about becoming a father recently. The whole interview is available scanning this QR code.



Måns & Wiberg signing about 100 copies of *Den Moderna Gentlemannen* in Stockholm on September 24th.



The signed copies were sent to the ones who shared on a post or story on Instagram their order tagging @chevaleresk.se Follow @a.wiberg and @chevaleresk.se for all news about the book *Den Moderna Gentlemannen* and *Chevaleresk*.

Presenting the book at Bokmässan, in Göteborg between September 28th and 30th.



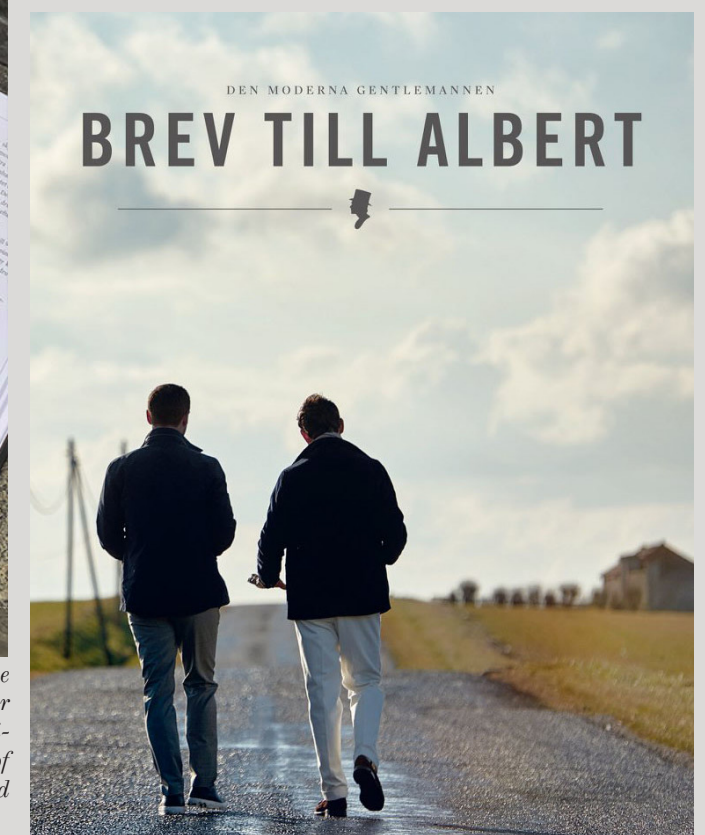
Den Moderna Gentlemannen,
Måns Zelmerlöv & Alexander Wiberg.
Published by Bokfabriken
Photos by Carl Thorborg. Creative director, Robin Ehle from Crispfilm.

Available on every swedish bookshop and online shop since September 24th.



The book is divided in four sections. All of them help the readers to understand how to be a gentleman on their « inside », their « outside » and also with their habits, their daily routine and their thoughts. The book also contains photos of various times when Måns and Wiberg were shooting the second season of *Chevaleresk*.

This book is like being a part of a personnal adventure Måns & Wiberg live and share through *Chevaleresk*, through their strong friendship and also through the recent birth of Albert, Måns & Wiberg's son and godson, to who they wrote an open letter at the end of the book. During the presentation of the book at Bokmässan, Måns said to Expressen that he and Alexander « sat there on a Monday night over a glass of wine and cried together » while writing for Albie which the book is dedicated to.



Helsingborg Marathon



ZELMERLÖW & BJÖRKMAN FOUNDATION TEAM RUNS FOR BETTER LIFE IN AFRICA

On September 1st, Måns took a part in the **Helsingborg** marathon for its **fifth** edition. During all last summer, he shared on Instagram some of his training sessions. Måns was not the only one who was training to be ready to complete this big challenge. **Jonas Björkman**, the famous Swedish tennis player and co-founder of the foundation and **Kasper Skarrie**, *Zelmerlöw & Björkman Foundation* Secretary General and Måns' cousin, and **Isaac Macharia**, the President of the *Kenswed Academy* in Nairobi, Kenya, where he comes from. He ran several marathon and had several big sponsors as Adidas.

While Jonas chose to run his team relay, Kasper ran the team relay and a half-marathon, Isaac did not run for one but for two teams and the whole marathon, finishing one hour before Måns. When Måns crosses the finishing line, the digital clock tells it is 15:17:15. His team - *ed. and also sponsor Ryds Glas*, started to run at 10:45 in the morning that means Måns completed this big and hard challenge in four hours and thirty two minutes.

Måns still was recovering when he shared his first feeling about his marathon experience. *«I did it!! A full bloody marathon! Can't say it was fun, can't say I'll EVER do it again, can't say I enjoyed it AT ALL. But it's a bucket list. By far the worst sports activity I've ever done. Held target pace for 21km, but after 26 the body just shut down and the rest is blur.»*, he writes on Instagram.

A new challenge completed Måns can be proud of !

Check *Måns Zelmerlöw Daily* for more photos from the marathon and the video of Måns crossing the finishing line.





9:00 am to 10:30am - Måns and Jonas went from one journalist to another, surrounded by Kasper and the other runners of the *Zelmerlöv & Björkman Foundation* sponsor teams: Ryds Glas Sverige, Re-surs Bank and Contour Design Europe.



8:30 am - About 3000 runners were expected in front of the Modern Art Museum in Helsingborg for the starting of the the fifth Helsingborg Marathon.



10:45 am - Starting time !



15:17:15 pm - Måns crosses the finishing line. This moment is a great achievement for him who really had trained only during the summer and had never really done the terrible distance of 42 kilometers during his training. When he arrived, he fell on his knees and then was lying on the asphalt. He stayed there a few times while Kasper and Jonas came to congratulate him. Soon, Ciara joined them with Archie.



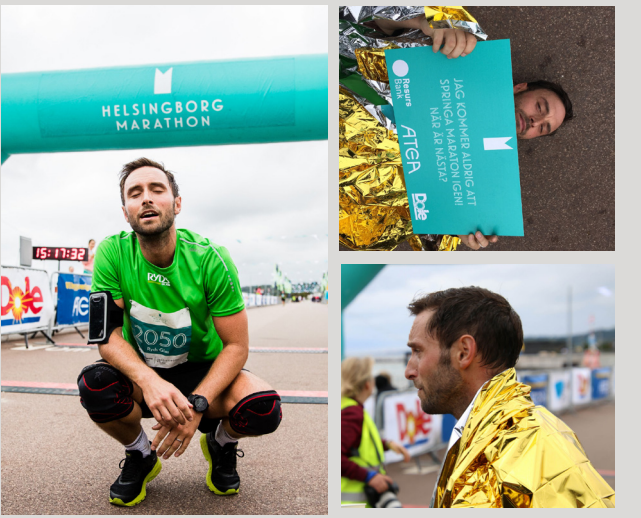
Back to the Clarion Hotel, Måns get some rest and recovery times but it did not last a very long time as Måns already was at the Tivoli less than three hours later, around **6 pm** rehearsing his gig for the After Run party which lasted late on the night.



Both of them provide motivation to Måns during all the challenge. At the end of the marathon, he tells on Instagram that between two marathon stages, he «was crunning», a mix between «crying» and «running», when he felt his body was abandoning him after about 26 kilometers. Ciara was there to help him finding energy to not give up. Måns joined Jonas again for some interviews then, Måns walked back to his hotel surrounded by Kasper. He was wrapped in his big golden survival blanket like all the runners.



“It was hard, very hard. Harder than I thought...” Måns tells in French to Marie, a french Månster who was there to support him when he crossed the finishing line.



Thank you Marie - @mans_zelmerlow_inside, for sharing with *mzdaily mag* your weekend in Helsingborg, your photos and memories.

Zelmerlöv & Björkman Foundation News

On August 31st, the evening before running the Helsingborg marathon, Måns and the Zelmerlöv & Björkman Foundation team were at the Clarion Grand Hotel for an event organised by the foundation. On the side of Måns, Jonas and Kasper, their guest, Isaac Macharia, the great international runner and President of Kenswed Academy near Nairobi, Kenya, and his wife Veronica Nyaruai, also attended the event in order to talk about actions carried out by the foundation.

Zelmerlöv & Björkman Foundation announced that **185,000 SEK**, about 18,000 euros, were collected during the weekend in Helsingborg between the various events organized. All money is going to the schools supported by ZB Foundation in East Africa and South Africa.

« We are so happy and grateful that we have the opportunity to work alongside ZB Foundation to create an educational, safe and clean place for mothers, babies and the local people to receive medical care! » reports Löf Foundation. « The land for the building has already been donated by Isaac Macharia Wanjohi (...). We have had the great pleasure of breaking ground for the building of the Kenswed Maternity & Health Center. Together with Måns Zelmerlöv we broke the first ground and held a small celebration ceremony. In cooperation with Måns Zelmerlöv to represent the ZB Foundation was Kasper Skarrie. (...) We will hold the inauguration of the Kenswed Maternity & Health Center during November of this year! »



If you would like to contribute to the Kenswed Maternity & Health Center ZB Foundation is doing with Löf Foundation, scan the QR code above

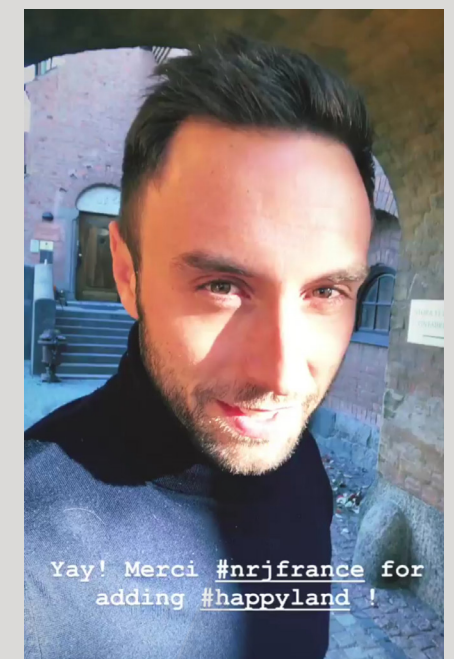
News in Brief



On July 31st, Måns shared a picture on Instagram of him during a studio session with the caption «*BACK IN THE STUDIO!!!! Feels like it's been ages. New stuff coming up! Album next year? Psyched?*»

And Mid-September, Måns took a part in a «Camp session» at Tape London to write for the new album. Several days later, he announces on Instagram that twelve songs have been written !

This winter, Måns will perform in *Vintergalan, the Christmas show*, together with other Swedish artists. They will visit five cities for six shows: Kristianstad (November 23rd), Malmö (November 30th and December 1st), Göteborg (December 6th), Örebro (December 7th) and Sandviken (December 15th). Scan the QR code for more detail or for booking your ticket !



On December 13th, Måns will be back for a concert on the Galaxy for *Galajul*, a Christmas gala on the Silja Line boat.

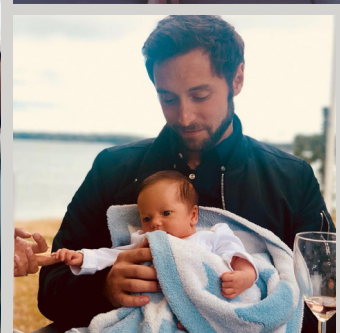
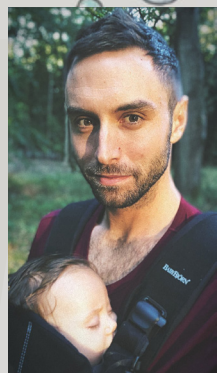
More detail and booking by scanning the QR code!



On September 25th, Måns posted an Instastory to share the news: *Happyland* now is aired on NRJ France. The Kinder commercial also takes people's attention as the song is second in the Shazam TOP 5 for commercial songs. As a reminder, *Happyland* was first on iTunes Germany last February and entered Tops in European radios as «Evropa 2» a Czech radio. It looks like Europe have found its happy, happy, land.

Welcome Albie!

On May 25th, Måns and Ciara welcomed their baby boy, **Albert Ossian Zelmerlöv**. Congratulations to them and also Archie who became a big brother! We wish you all the best to your little family. Warning: cuteness alert on this page!



Photos credits

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HELSINGBORG MARATHON
https://helsingborgmarathon.se/media/@mans_zelmerlow_inside

NEWS IN BRIEF
vintergalan.se
tallinksilja.se
Instagram | @manszelmerlow

WELCOME ALBIE!
pngtree.com
Instagram | @manszelmerlow - @ciarajanson

Special thanks

Thank you very much to every Månster who read the first issue of the *mzwdaily mag*. I received lovely messages and you encouraged me to edit a new one! I also take the opportunity of this message to thank all of you who follow @mzwdaily on Instagram. I am very glad to share Måns' news with you all, and together, being like a family. « Månsters' family » is something, right!?

The Helsingborg Marathon section has been made possible thanks to Marie, who runs @mans_zelmerlow_inside on Instagram. Her help was precious as she wrote to me explaining what happened during her weekend in Helsingborg. Thank you for sharing your photos of the marathon, the After Run gig and also the Zelmerlöv & Björkman Foundation Gala. And thank you for telling me «the most important thing is to have fun » while editing this fanzine.

I did have fun! And I can't wait for you all to read it. By the way, the *mzwdaily mag* will be out in French too for the first time. Maybe the fanzine will reach even more fans, let's hope for this. As the first one, this issue will be available on *manszelmerlowdaily.com*. You can read it by scanning the QR code below.

Finally, tusen tack Måns ! I do improve my Swedish, I try, I will. Seriously, I can't wait for me to give you this fanzine - well, this moment already happened if you're reading this, so you have to know I'm so glad you have it into your hands. I hope this one is nicer than the first one because I think it was pretty ugly! I'm not 100% convinced with this one but, I'm happier with the result. Thank you very much for so much things. It's huge saying this but it's still true; becoming a Månster, starting my fanpage for you and then, the fansite, changed few things in my daily life in a very good way. It also has changed myself a little bit and I'm glad with it. Oh! last thing... I think without knowing you, I probably wouldn't have been to

Sweden ever and this would have been a mistake. I'm in love with Stockholm. I guess «there's something about this town» :)

Måns, Månsters, have a nice read.

Kind regards,
Flora - @mzwdaily



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