

PRESS RELEASE

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LOS ANGELES, CA

DECOLONIZING CANNABIS HISTORY

A RETIRED AUSTRALIAN CHAMPION ATHLETE'S PURSUIT TO RE-WRITE BLACK HISTORY

Written By:
NICHOLE LEE ADAMS



As of Friday, January 27, 2023, Hérítier Lumumba became the Democratic Republic of Congo's National Rugby Federation's "Head of High Performance & Strategic Partnerships." The Federal Committee of the Congolese Rugby Federation (FecoRugby) (www.FeCoRugby.org) is a member of the International Rugby Board (IRB) and represents DR Congo in men's & women's international rugby competitions.

The world's largest French-speaking country has yet to qualify for the Rugby World Cup. Their appointment of Lumumba is a strategic move to arouse enthusiasm for the sport among the Congo's youth and elevate the country's prominence on the International Stage.

12 seasons, 223 games, more than 100 consecutive starts with an average of 99.8% playing time, Lumumba's legacy is undoubtedly cemented in Australian rules football. His presence on the field introduced the sport to non-white communities, making him a powerful change agent spearheading the country's institutional and societal redefining of human rights and workplace equity.

[@hlumumba](https://twitter.com/hlumumba)

<https://lumumba.co/>

info@lumumba.co

“ DECREE TO EXPOSE CANNABIS TRUTHS

"historical facts and data that debunk centuries-old stereotypes"



The Brazilian-born, Congolese athlete is first generation African Australian. He stems from the first wave of immigrants allowed into the country after the “**White Australia Policy**” was dismantled in the early 1970s. Entering the league as 1 of 3 African Australians, Lumumba’s electrifying hybrid style of play and versatility garnered him a championship and the title of the league’s first-ever multicultural ambassador. The all-star player now lives in Los Angeles, CA, and leads academic research in Ethnobotany.

He is currently developing a Docuseries that examines and journals the role cannabis plays in black communities over the past 600-plus years. His disquisition entails historical facts and data that debunk centuries-old stereotypes and cancel the falsehoods that fuel racial inequities. Lumumba’s decree to expose cannabis truths will result in the revelation of the inextricable links that suppress and plague black people today.

Lumumba’s goal is to facilitate decolonization for Americans of African descent & restore the wealth of intellectual property that has been hidden for centuries. He plans to use his new platform to influence policy change and more research on cannabis medicine and concussions.

His first trip as “Head of High Performance & Strategic Partnerships” is scheduled for June 2023. He intends to spend the months prior learning the framework of high-performance programming within the walls of America’s top sports organizations. On his journey to decolonize and reveal Cannabis History, Heritier Lumumba is changing the game, one country at a time.

Learn more about Lumumba and his mission and vision:

<https://lumumba.co/>
IG: @hlumumba