



Behind every great Company, there's a greater Coffee

- **Bill Bryan, journalist**

The Coffee Company has announced it is officially being rebranded as the Company Company, and all *MuseNews Now!* can ask is: what took them so long? After purchasing further premises this week, including two additional restaurants, a bakery, a café and the former Teddy bear and Pancake factory, it is clear that this company is eyeing up more than coffee beans. Mayoral candidate Karen Duppelbottom (she/her) has openly championed this rebrand, claiming, "This expansion will further boost the economy of Museford and provide new

and exciting opportunities for both the city and the Company Company." *MuseNews Now!* once more reached out to C.E.O. Cass O'Leary (she/her) and were delighted to hear she was (finally) willing to comment to us, saying, "The market is changing. It is time for the brand to do the same." All we can say in return is, does this mean coffee has officially beaten tea in the hot drink war?.

Inside: "The Hot Drink War: A tale for the ages" (pg. 7)

Sisterly Sibling Sensation! A Shocking De Virve Revelation!

- **Pierre Montpelier, fashion specialist**

This week we can reveal a shocking revelation, that high fashion model Aira Aalto (she/her) is in fact, the younger sister to the newly widowed Veronica De Virve (she/her). Neither sister has publicly confirmed or refuted this statement, but records leaked to the press can confirm their status as sisters. The two currently share a living space in Veronica's spacious mansion on Forgetmenot Hill, though for how much longer, it is difficult to say.

Though it's not clear as to the state of their relationship, Miss Aalto was witnessed at Chad Donovan's (may he rest in peace) funeral, wearing all black but with red insides of her shoes. One can only speculate how the two of them must feel about each other following Aalto's decision to accept the offer to speak at the Summer Fête instead of her sister.

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Mysterious Mayor Candidates Concealed?

- **Steve Turl, political correspondent**

With just 2 weeks until the election, the deadline for mayor candidates to step forward of this Saturday (10th Sept) approaches. Will a 3rd challenger strike from the shadows hoping to destabilise defending mayor Christopher Politik, (he/they) and previously unknown

Karen Duppelbottom (she/her)? The city watches with bated breath, and eagerly awaits each candidate's speech at the Summer Fête.

Inside: "The Many Businesses of Duppelbottom" (pg. 8)

The Great Fête Day

- **Diana Dawkings, Ed in Chief**

On Sunday 11th of September anyone and everyone in Museford will come together for the annual Summer Fete, supported by local and locally active businesses. Don't Hex the Water was the charity selected by *MuseNews* readers, and all proceeds from the event will go towards this good cause, along with a donation from the Museford government matching 20% of the proceeds. The event will be opened by local Museford model Aira

Aalto, after Veronica de Virve, recently unveiled to be her sister, was sidelined due to police investigation.

Also hotly anticipated are the speeches from Mayoral candidates, doing their best to swing voters in the week before the election.

Inside: Katya Kearney's public apology for removal of National Monuments from the running, due to the non-monumental statues it erected last autumn. (pg. 4)

MCU First Term begins this Week

Plans for a student boycott of the first week appear to have fallen through.

Bungie the waterskiing parakeet spotted on the River Muse with owner

See their latest pics within *(pg. 12)*.