

For the week of:
07|10|2023

Get the low-down from a high-up perspective!

the mAAAx

MONDAY 7/10

Invented in 1959 for Volvo and patented today in 1962 by Nils Bohlin, the **three-point seatbelt** has since saved countless lives. Volvo generously opened the patent, making it available to other automakers, leading to widespread adoption.

TUESDAY 7/11

Today in 1914, **Babe Ruth made his MLB debut as a pitcher for the Boston Red Sox**. Despite struggling at the plate, he pitched a winning game against the Cleveland Naps. Fifteen years later, on August 11, 1929, Ruth hit his 500th career home run, solidifying his place as one of baseball's greatest players.

WEDNESDAY 7/12

Happy National Pecan Pie Day! The first recorded pecan pie recipe dates back to the late 1800s, where it appeared in a Texas cookbook. However, the pie's popularity quickly spread across the South, becoming a cherished staple of holiday feasts and family gatherings.

THURSDAY 7/13

On July 13, 1937, the irresistible smell of hot doughnuts drifted into the streets of Old Salem North Carolina. Vernon Rudolph's **Krispy Kreme doughnuts**, made with a secret recipe bought from a French chef, became so popular he had to invent a specialized mixture distribution system and equipment to keep up with his multiple stores.

FRIDAY 7/14

Did you know that the oldest recipe for mac and cheese was found in a 1300s medieval cookbook? However, it wasn't until 1937 that the classic box of Kraft came into the scene with its patented cheese powder. Celebrate with your favorite today, on **National Mac and Cheese Day!**

DID YOU KNOW?

- Adults age 18-34 are almost **10% less likely** to wear a seat belt than adults 35 years or older. Men are also 10% less likely to wear seat belts than women.
- How much did it cost to build Fenway park in 1912? **\$650,000.**
- About **78** pecans are used in the average pecan pie.
- Krispy Kreme is bringing back its **original chocolate glazed doughnut** in celebration of World Chocolate Day on Friday, July 7. The doughnut will be at Krispy Kreme locations nationwide on Friday and Saturday.
- Kraft sells roughly **1 million boxes** of Macaroni & Cheese every day.

... And the Latest from Ambassador

If someone on your staff handed you a printed edition of **mAAAx** this week, we've got news for you—we would be happy to add you to the email distribution every week which comes in our A-List e-newsletter each Friday. Just request from Rebecca@ambaa.com and we'll add your name so you don't have to wait to be given a copy!

Who can proclaim the mighty acts of the Lord or fully declare his praise? Blessed are those who act justly, who always do what is right.
Psalm 106:2-3 (NIV)