
IWC SCHAFFHAUSEN TO SUPPORT THE UPCOMING POLARIS DAWN MISSION

Schaffhausen/Geneva, 31st March 2022 – As announced to coincide with Watches and Wonders Geneva, IWC Schaffhausen will support the Polaris Dawn mission, the first of three human spaceflights planned as part of the Polaris program. The endeavour is the brainchild of US entrepreneur Jared Isaacman, with whom IWC already partnered for last year's *Inspiration4* mission. Polaris Dawn will conduct scientific research designed to advance both human health on Earth and our understanding of human health during future long-duration spaceflights. A cornerstone will be to raise funds for the life-saving work of St. Jude Children's Research Hospital®.

Last year, IWC Schaffhausen supported *Inspiration4*, the world's first all-civilian mission to orbit. Now, the Swiss luxury watch manufacturer teams up with US entrepreneur and astronaut Jared Isaacman again to support his new project, the Polaris Dawn mission. Polaris Dawn will launch from Kennedy Space Center in Florida no earlier than the fourth quarter of 2022. The crew will consist of Jared Isaacman, Scott "Kidd" Poteet, Sarah Gillis, and Anna Menon.

"We are proud we have supported *Inspiration4* and are looking forward to embarking on the next joint project. Giving back to the community is a core part of the Polaris Dawn mission, and it's very much in line with our values at IWC Schaffhausen. I can't wait to see what we can achieve together," explained Chris Grainger-Herr, CEO of IWC Schaffhausen.

"We are excited to have IWC Schaffhausen on board for our upcoming Polaris Dawn mission. Together, we will not only expand our understanding of what's possible in human spaceflight but also support St. Jude Children's Research Hospital® as it strives to improve global survival rates for childhood cancer here on Earth," added Isaacman.

ADVANCING CIVILIAN SPACE EXPLORATION AND RAISING FUNDS FOR ST. JUDE

While in orbit, the crew will conduct scientific research designed to advance both human health on Earth and our understanding of human health during future long-duration spaceflights. Polaris Dawn is the first of three planned missions as part of the Polaris program. IWC Schaffhausen will unveil more details about the collaboration in the coming months. In line with IWC's commitment to community engagement, IWC will continue to raise awareness and funds for St. Jude Children's Research Hospital®. After last year's *Inspiration4* mission, four unique space-themed IWC Pilot's Watches Chronograph Editions raised 405,000 USD for St. Jude Children's Research Hospital®. This institution is lead the way in how the world understands, treats and defeats childhood cancer and other life-threatening diseases.

POLARIS DAWN

The Polaris Program, a first of its kind effort to further humanity's exploration of space and to help solve the most challenging issues on Earth. The program will consist of up to three human spaceflight missions.

The first mission, Polaris Dawn, is targeted for no earlier than the fourth quarter of this year and will be commanded by Isaacman, an accomplished pilot and astronaut who commanded *Inspiration4*, the world's first all-civilian mission to orbit that helped raise more than \$240 million for St. Jude Children's Research Hospital.

"The Polaris Program is an exciting next step in space missions to advance human space exploration while helping to solve problems through the use of innovative technology here on Earth," said Isaacman. "On Polaris Dawn, we endeavor to achieve the highest Earth orbit ever flown in addition to conducting the world's first commercial spacewalk. Alongside these important objectives, we will be supporting scientific research to advance both human health on Earth and our understanding of human health during future long-duration spaceflights." Building upon the *Inspiration4* mission, Polaris Dawn will continue to raise funds and awareness for St. Jude Children's Research Hospital.

IWC SCHAFFHAUSEN

In 1868, the American watchmaker and entrepreneur Florentine Ariosto Jones travelled from Boston to Switzerland and founded the 'International Watch Company' in Schaffhausen. His visionary dream was to combine advanced American manufacturing methods with the craftsmanship of Swiss watchmakers to make the best pocket watches of his time. In doing so, he not only laid the foundation for IWC's unique engineering approach but also established the centralised production of mechanical watches in Switzerland.

Over its 150 year history, IWC Schaffhausen has developed a reputation for creating functional complications, especially chronographs and calendars, which are ingenious, robust, and easy for customers to use. A pioneer in the use of titanium and ceramics, IWC today specialises in highly engineered technical watch cases manufactured from advanced materials, such as titanium-aluminide and Ceratanium®. Preferring the principle of "form follows function" over decoration, the Swiss watch manufacturer's timeless creations embody their owners' dreams and ambitions as they journey through life.

IWC sources materials responsibly and takes action to minimise its impact on the environment, creating intrinsically sustainable timepieces that are built to last for generations. The company prides itself in training its own future watchmakers and engineers, as well as offering an excellent working environment for all employees. IWC also partners with organisations that work globally to support children and young people.

DOWNLOADS

Images are available free of charge on press.iwc.com

FURTHER INFORMATION

IWC Schaffhausen
Public Relations department
Email press-iwc@iwc.com
Website press.iwc.com

INTERNET AND SOCIAL MEDIA

Website iwc.com
Facebook facebook.com/IWCWatches
YouTube youtube.com/iwcwatches
Twitter twitter.com/iwc
LinkedIn linkedin.com/company/iwc-schaffhausen
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