
IWC AND BRAND AMBASSADORS RAISE FUNDS FOR LAUREUS SPORT FOR GOOD

Schaffhausen, 28 February 2018 – IWC Schaffhausen took part in the Laureus Sport For Good Ride along the French-Italian Riviera on the occasion of the Laureus World Sports Awards in Monaco. Led by double Olympic champion cyclist Fabian Cancellara together with IWC CEO Christoph Grainger-Herr, the participants raised funds for Laureus projects with every kilometer ridden during the bike ride. Before sports stars and other celebrities attended the Awards Ceremony at the Sporting Monte-Carlo, two new members of the Laureus World Sports Academy were presented with a Pilot's Watch Mark XVIII Edition "Laureus Sport for Good Foundation".

From 1999 onwards, Laureus Sport for Good has been harnessing the power of sport to bring about social change and create a more promising future for disadvantaged children and adolescents. It achieves this by supporting more than 100 sports projects in 35 countries. "As a former military athlete and keen sportsman, I have experienced and appreciate the positive power of sport, and I know how sport can improve a sense of community or strengthen one's willpower. I am delighted to support the important work of Laureus Sport for Good, especially in the year of our 150th anniversary," explains Christoph Grainger-Herr, CEO of IWC Schaffhausen.

After launching the **Pilot's Watch Mark XVIII Edition "Laureus Sport for Good Foundation"** (Ref. IW324703) the previous day, IWC participated in the Laureus Sport for Good Ride starting in Monaco. IWC ambassadors Maro Engel, David Coulthard, Carmen Jordá and Laureus Academy Members Chris Hoy and Steve Waugh, journalists and influencers including Linda Mutschlechner and Patrick Seabase and cyclists Nadine Rieder, Sofia Wiedenroth and Morgane Such took part in the ride along the scenic coastline of the French-Italian Riviera. Led by double

Olympic champion cyclist Fabian Cancellara and together with IWC CEO Christoph Grainger-Herr, the participants raised funds that were donated to Laureus Sport for Good for every kilometer completed.

NEW MEMBERS OF THE LAUREUS WORLD SPORTS ACADEMY

In Monaco, British footballer Ryan Giggs and Italy's Francesco Totti were welcomed into the Laureus World Sports Academy, an exclusive circle of living sports legends. Both received a Pilot's Watch Mark XVIII Edition "Laureus Sport for Good Foundation" from IWC CEO Christoph Grainger-Herr. Each year, Laureus organizes the Laureus World Sports Awards to honor the world's most successful athletes. The winners are crowned by members of the Laureus World Sports Academy. For the second year in a row, the Laureus World Sports Awards have been held in Monaco. Last year, the event returned to where the inaugural Awards Ceremony had taken place in 2000. Numerous sports stars and celebrities appeared at the gala held in the "Salle des Etoiles" at the Sporting Monte-Carlo.

IWC SCHAFFHAUSEN

With a clear focus on technology and development, the Swiss watch manufacturer IWC Schaffhausen has been producing timepieces of lasting value since 1868. The company has gained an international reputation based on a passion for innovative solutions and technical ingenuity. One of the world's leading brands in the luxury watch segment, IWC crafts masterpieces of Haute Horlogerie at their finest, combining supreme precision with exclusive design. As an ecologically and socially responsible company, IWC is committed to sustainable production, supports institutions around the globe in their work with children and young people, and maintains partnerships with organizations dedicated to environmental protection.

LAUREUS SPORT FOR GOOD

Laureus Sport for Good uses the power of sport to end violence, discrimination and disadvantage and proves that sport can change the world. Currently, Laureus supports over 100 programs which are using sport to make social change in around 35 countries. Every program Laureus supports is addressing at least one of the following six social issues, which are aligned with the United Nations Sustainable Development Goals; Health, Education, Women and Girls, Employability, Inclusive Society, Peaceful Society.

DOWNLOADS

Images of the watch handover, the bike ride and the Laureus World Sports Awards Night can be downloaded free of charge at press.iwc.com

FURTHER INFORMATION

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