
LAUREUS FAMILY RAISES 1,111,111 SWISS FRANCS FOR CHARITABLE SPORTS PROJECTS

Schaffhausen/Zurich, 25th November 2018 – CHF 1,111,111 towards improving equal opportunities among Swiss children and young people: This impressive total was raised at the 12th annual Laureus Charity Night, which was staged at Hangar Dübendorf on Saturday night. Approximately 650 guests – including numerous celebrities from the worlds of sport, business, politics and show business came together to raise funds for charitable sports projects run by the Laureus Foundation Switzerland. During the charity auction, the IWC Portugieser Perpetual Calendar Tourbillon Edition "Laureus Sport for Good" unique piece went to the highest bidder for CHF 215,000, while a Mercedes-Benz 300 SL Cabriolet (R107, 1989) raised CHF 110,000.

Every child should have the chance to shape their own future for the better. That is why the Laureus Foundation Switzerland devotes itself to charity sports projects such as "Laureus Girls in Sport" or "Laureus Cavallo", which set out to create equal opportunities for children in Switzerland. The foundation's projects are centred around promoting exercise and integration among socially, financially or physically disadvantaged young people. "We are immensely proud to be a member of the Laureus family. The staggering total raised allows the foundation to continue to support children and young people through sports projects, to inspire them and to create sporting moments they will never forget," explains Linus Fuchs, IWC Managing Director Switzerland and member of the Laureus Foundation Switzerland's Board of Trustees.

THE LAUREUS FAMILY IS COMMITTED TO CREATING EQUAL OPPORTUNITIES

Now in its twelfth year, the theme of the Laureus Charity Night was "family", highlighting just how important a sense of belonging and a strong support network are to the development of young people. The charity gala was

hosted by TV sports presenter Rainer Maria Salzgeber, together with comedian Marco Rima. Members of the Laureus Foundation Switzerland council were joined at the event by numerous sports stars and other members of the extended Laureus family. Musical interludes came courtesy of soul singer Marc Sway and his band, as well as a surprise appearance from Swiss rapper Bligg. The evening ended with a cheque for CHF 1,111,111 being handed over to the Laureus Foundation Switzerland.

Besides some "money-can't-buy" experiences, gala guests also had the opportunity to bid for the **Portugieser Perpetual Calendar Tourbillon Edition "Laureus Sport for Good"** (ref. IW504502) donated by IWC. The unique piece combines a perpetual calendar with a tourbillon and is driven by a 51950 IWC-manufactured calibre. The exclusive Portugieser timepiece is housed in a platinum case and features a blue dial with a gloss finish and rhodium-plated hands. The transparent sapphire-glass back provides a glimpse of the solid gold oscillating weight that allows the Pellaton automatic winding to build a power reserve of seven days. For the price of CHF 215,000, the unique masterpiece of watchmaking went to the highest bidder.

**SPORT HAS THE POWER
TO CHANGE A LIFE**

The Laureus Foundation Switzerland was established by IWC Schaffhausen and Mercedes-Benz Switzerland in 2006 as an offshoot of the international Laureus Sport for Good Foundation. The aim of the Laureus Foundation Switzerland is to continuously improve the lives of as many children in Switzerland as possible. The foundation's projects are centred around promoting exercise, positive personal development, integration and equal opportunities among socially, financially and/or physically disadvantaged young people. Its main focus is not on achievement, but rather centres on enjoying exercise and shared activities. Laureus supports more than 10,000 children in Switzerland by way of four charitable sports projects per year. The Laureus Charity Night is the foundation's most important fundraising event and has been held every autumn since 2007.

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 organisations dedicated to environmental protection.

DOWNLOADS

Photos from the 2018 Laureus Charity Night are available free of charge at press.iwc.com

MORE INFORMATION

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

INTERNET AND SOCIAL MEDIA

Web iwc.com
Facebook facebook.com/IWCWatches
YouTube youtube.com/iwcwatches
Twitter twitter.com/iwc
LinkedIn [linkedin.com/company/
iwc-schaffhausen](https://linkedin.com/company/iwc-schaffhausen)
Instagram instagram.com/iwcwatches
Pinterest www.pinterest.com/iwcwatches/
Google+ <https://plus.google.com/+iwcwatches>