
IWC SCHAFFHAUSEN HOSTS A BASKETBALL CHALLENGE WITH LEWIS HAMILTON IN THE MIAMI DESIGN DISTRICT

Schaffhausen/Miami, May 3rd, 2023: Ahead of the second Miami Grand Prix™, IWC Schaffhausen invited a group of famous athletes and celebrities to compete with seven-time Formula One™ world champion Lewis Hamilton on the basketball court. The “IWC Chrono Challenge” organized in collaboration with Miami-based nonprofit Dibia DREAM marked the first of several events during IWC’s three-day takeover of Jungle Plaza in the heart of the iconic Miami Design District.

IWC Schaffhausen celebrates its return to Miami with a takeover of Jungle Plaza in the city’s Design District. For the “IWC Chrono Challenge,” the Swiss luxury watch manufacturer created a spectacular set-up with a full-sized basketball court. In the background, a giant mural depicts IWC brand ambassador Lewis Hamilton wearing the just-announced Mercedes-AMG PETRONAS Formula One™ team watch featuring a Miami Pink rubber strap.

The “IWC Chrono Challenge” marked the first of several events at this impressive outdoor venue and saw two teams competing against each other in three different basketball skill challenges. “Team Pink” was led by seven-time Formula One™ world champion Sir Lewis Hamilton, who was joined by IWC brand ambassador and American actor James Marsden and former professional football player Antrel Rolle. Canadian actor and author Simu Liu, IWC brand ambassador and American Olympic skateboarder Jagger Eaton and Dibia DREAM founder and CEO Brandon Okpalobi formed the opposing “Team Green.”

THREE BASKETBALL SKILL CHALLENGES

In the first challenge, players had to dribble and jump towards the basket, trying to achieve as many layups as possible in 60 seconds. Next, the competitors attempted to score as many free throws as they could

in a 30-seconds beat-the-buzzer challenge. Finally, two players took turns shooting from several defined spots on the court. For each ball landing in the basket, they received one letter to spell out the word “Chrono” – a playful reference to the recently-launched chronograph. F1™ legend David Coulthard hosted the event, supported by former college basketball athlete and Laureus USA Program Officer Tiffany Aidoo. IWC brand ambassador and Hollywood actress Monica Barbaro was responsible for keeping the score and the exact timekeeping of the challenges.

On the court, the players of “Team Pink” were wearing the Pilot’s Watch Chronograph 41 Mercedes-AMG PETRONAS Formula One™ team featuring a Miami Pink rubber strap. IWC recently introduced this eye-catching new strap color in a bundle with the green strap to celebrate its return to Miami and also ten years of longstanding collaboration with the team. Pink details will also be featured on the driver’s gloves and shoes during race weekend. “Team Green” sported the chronograph on a green rubber strap. The timepiece in a light and rigid grade 5 titanium case was originally launched at last year’s Miami Grand Prix™ in a bundle with a green rubber strap and a black calfskin strap. It is the first official team watch IWC has produced for its partner, the Mercedes-AMG PETRONAS Formula One™ team.

IWC AND DIBIA DREAM

For the basketball challenge, IWC once again collaborated with Dibia DREAM, a nonprofit organization sparking social change through STEM education and sport for underserved young people in Miami. IWC has been supporting Dibia DREAM since 2022 through their global partnership with Laureus. Kids from Dibia DREAM programs participated in the warm-up and supported the players as ball girls and boys during the challenge.

The IWC basketball court will remain on Jungle Plaza until Friday. During the takeover, members of the public can register for Basketball Clinics. Dibia DREAM will also organize different educational activities for children. Following the event in Miami, IWC will donate the basketball court to Dibia DREAM and the City of Miami. In addition, IWC will be using a systemized approach to repurpose the mural vinyl into new products such as tote bags, that will be donated to the community and employees.

DIBIA DREAM

Founded in 2014, Dibia DREAM provides a safe place after school, on the weekends and in the summer with caring, responsible role models and engaging activities. Dibia DREAM was created to spark social change through hands-on, engaging STEM education for historically underserved youth and their families. Over 40,000 scholars worldwide have engaged with the nonprofit in-person or online. Its programs use STEM and sports as instruments to teach life skills and promote mentorship, active participation, and exposure to diverse opportunities through its 5 pillar program. The goal is to enrich youth across the world through transformative experiences.

LAUREUS

Laureus is a global movement that uses the power of sport to transform the lives of children and young people. In 2000, Laureus' founding patron Nelson Mandela said 'sport has the power to change the world', and these words have become the philosophy of Laureus and the driving force behind its work. Since 2000, Laureus Sport for Good has used the power of sport to overcome violence, discrimination and inequality, changing the lives of over six and half million children and young people. Laureus Sport for Good currently supports more than 275 programmes in over 50 countries and territories.

IWC SCHAFFHAUSEN

IWC Schaffhausen is a leading Swiss luxury watch manufacturer based in Schaffhausen in the north-eastern part of Switzerland. With collections like the Portugieser and the Pilot's Watches, the brand covers the whole spectrum from elegant to sports watches. Founded in 1868 by the American watchmaker and engineer Florentine Ariosto Jones, IWC is known for its unique engineering approach to watchmaking, combining the best of human craftsmanship and creativity with cutting-edge technology and processes.

Over its more than 150-year history, IWC has earned a reputation for creating professional instrument watches and 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 specializes in highly engineered watch cases manufactured from advanced materials, such as colored ceramics, Ceratanium®, and titanium aluminide.

A leader in sustainable luxury watchmaking, IWC sources materials responsibly and takes action to minimize its impact on the environment. Along the pillars of transparency, circularity, and responsibility, the brand crafts timepieces built to last for generations and continuously improves every element of how it manufactures, distributes, and services its products in the most responsible way. IWC also partners with organisations that work globally to support children and young people.

DOWNLOADS

Images of the "IWC Chrono Challenge" can be downloaded free of charge from press.iwc.com

FURTHER INFORMATION

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