
IWC SCHAFFHAUSEN AND LAUREUS CELEBRATE THE 20TH ANNIVERSARY OF THE LAUREUS WORLD SPORTS AWARDS

Schaffhausen / Berlin, 17th February 2020 – During the 20th anniversary celebrations of the Laureus World Sports Awards, IWC Schaffhausen visited a local Laureus-supported project in Berlin. The Swiss luxury watch manufacturer has been a partner of the Laureus Sport for Good Foundation since 2005, and its trip to the community project reaffirmed the brand's commitment to the foundation's work. IWC also presented its 14th Laureus special edition watch, the Portugieser Hand-Wound Monopusher Edition "Laureus Sport for Good", in the course of the festivities.

Mingling with the global sporting elite, as well as many prominent personalities from the world of politics, economics and entertainment, IWC Schaffhausen celebrated two decades of the Laureus World Sports Awards at the Verti Music Hall in Berlin. This year's gala focused on Laureus's anniversary campaign, "Sport Unites Us". The award ceremony, recognised as the "Oscars of Sports", not only honours the world's best athletes but also shines a spotlight on the work of Laureus Sport for Good. The foundation currently supports over 200 projects in 40 countries.

IWC AND GUESTS VISIT LOCAL LAUREUS PROJECT

In the run-up to the awards ceremony, Christoph Grainger-Herr, CEO of IWC, and members of the IWC and Laureus family visited a local community project, which is supported by Laureus. The programme aims to use football to integrate socially disadvantaged girls throughout Germany. The young athletes had a kickabout with IWC and Laureus brand ambassador Maro Engel, and Laureus Academy members Cafu and Alessandro Del Piero. Afterwards, the girls kicked off a discussion of all things football with Laureus football ambassadors Nia Künzler and Jens Lehmann.

"It's great to see the girls gain confidence, learn social skills and find inspiration in football. The project shows how sport can generate so much positive energy. We are proud to be part of the Laureus family, helping to change the lives of thousands of children and young people for

the better," explained Christoph Grainger-Herr, CEO of IWC Schaffhausen.

LAUREUS SPECIAL EDITION FOR NEW ACADEMY MEMBER

During the celebrations, IWC also introduced its 14th Laureus special edition watch and welcomed Bryan Habana as new member of the Laureus World Sports Academy. This body now consists of 69 sporting legends from around the world, who voluntarily dedicate their time to the foundation and also select the Laureus World Sports Awards winners each year. Christoph Grainger-Herr presented the South African former Rugby Union star with a **Portugieser Hand-Wound Monopusher Edition "Laureus Sport for Good"** (Ref. 515301).

This special edition watch, limited to 500 pieces, is the first model in the Portugieser range with a monopusher chronograph. The watch features a stainless steel case and a dial in characteristic Laureus blue. The IWC-manufactured hand-wound 59360 calibre has an eight-day power reserve. The chronograph can be started, stopped and reset with a single push-button integrated in the crown. Engraved on the back of the watch is the winning design from the annual IWC drawing competition for participants of Laureus projects. This year's contest, with the theme of "Time to Care", was won by 15-year old Yi Xin, who is a participant of the "Special Olympics China" programme.

PORTUGIESEER HAND-WOUND
MONOPUSHER EDITION
"LAUREUS SPORT FOR GOOD"

REF. IW515301

FEATURES

Mechanical movement – Monopusher chronograph function – Minute and second stop function – Power reserve display – Date display – Special back engraving – Limited to 500 watches

MOVEMENT

IWC-manufactured calibre	59360
Frequency	28,800 vph / 4 Hz
Jewels	36
Power reserve	192 h (8 days)
Winding	Hand-wound

WATCH

Materials	Stainless steel case, blue dial, rhodium-plated hands and appliques, black Santoni alligator leather strap
Crystal	Sapphire, arched edge, anti-reflective coating on both sides
Water-resistant	3 bar
Diameter	46 mm
Height	13.9 mm

LAUREUS SPORT FOR GOOD

In 2019, approximately 300,000 young people around the world benefitted from more than 200 projects supported by Laureus Sport for Good in 40 countries; programmes that use sport to promote social change and put an end to violence, discrimination and disadvantage. Every programme Laureus supports addresses at least one of the following six social issues, which align with the UN Sustainable Development Goals: Health, Education, Women and Girls, Employability, Inclusive Society and Peaceful Society.

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 of the 2020 Laureus World Sport Awards are available at 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
Instagram instagram.com/iwcwatches
Pinterest www.pinterest.com/iwcwatches