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## GLOBAL IWC FAMILY UNITES FOR “TIME WELL SHARED”

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Schaffhausen, 30<sup>th</sup> March 2020 – As the world faces a health crisis, the global IWC family stands together for the launch of “TIME WELL SHARED”. Through this initiative, IWC employees, brand ambassadors and partners will share their time, knowledge, experience and passion through digital channels. They aim to inspire people to make the most of their time, and entertain and support them by keeping them connected and engaged.

In this period of uncertainty and isolation, the members of the global IWC family are standing together to launch the initiative: “TIME WELL SHARED”.

“In these extraordinary times, we would like to reach out to people with a message of solidarity, hope and positivity. Through our spontaneous initiative, we want to offer a new way of staying in touch with the IWC family. We aim to encourage and inspire everybody to make good use of the time, to be here for one another, and to develop and grow stronger,” says Christoph Grainger-Herr, CEO of IWC Schaffhausen.

“TIME WELL SHARED” encompasses online lectures, speeches and webinars that IWC will publish on digital channels during the following weeks. The aim is to entertain and support people in these difficult times. The initiative will include contributions from IWC brand ambassadors like Tom Brady, Fabian Cancellara, David Coulthard and Maro Engel and partners such as Mercedes-AMG Petronas Formula 1, Tottenham Hotspur, Laureus Sport for Good, Antoine de Saint Exupéry Youth Foundation, Solaris Yachts and Orlebar Brown.

For example, Pilot Matt Jones will share memories of last year’s “Silver Spitfire – The Longest Flight” expedition. Retired US Navy Captain and TOPGUN pilot Jim DiMatteo will elaborate on Navy Fighter Squadron values like performance, resilience and precision in business. Closer to home, David Seyffer, curator of the IWC Museum, will give insights into the history of IWC, and former Director of Marketing and Sales, Hannes Pantli, will divulge some never-before-told IWC stories.

All contributions are accompanied by a button to make voluntary donations, with IWC making the first donation. With the funds raised, IWC will support Save the Children. Save the Children aims to strengthen its programmes that protect children and families in countries that are hit by the virus, increase support for national health systems, and raise awareness among parents and caregivers on how to provide psychosocial support to children.

For the latest information on “TIME WELL SHARED”, and to access exclusive content, please visit <https://www.iwc.com/en/articles/journal/iwc-news-events.html> and [www.savethechildren.ch/timewellshared](http://www.savethechildren.ch/timewellshared)

## 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.

## SAVE THE CHILDREN

Save the Children believes every child deserves a future. Around the world, we give children a healthy start in life, the opportunity to learn and protection from harm. We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

## DOWNLOADS

More information about the "TIME WELL SHARED" initiative of IWC Schaffhausen can be found at [press.iwc.com](http://press.iwc.com) and at [www.savethechildren.ch/timewellshared](http://www.savethechildren.ch/timewellshared).

## FURTHER INFORMATION

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## INTERNET AND SOCIAL MEDIA

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