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## IWC BRAND AMBASSADORS TO READ FROM “THE LITTLE PRINCE”

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Schaffhausen, 21<sup>st</sup> April 2020 – As part of the recently announced “TIME WELL SHARED” initiative, IWC brand ambassadors from around the world will read chapters from “The Little Prince”, Antoine de Saint-Exupéry’s world-famous novel. Indian actress Sonam Kapoor will start the series. She will be joined by Lebanese-British TV presenter Raya Abirached, Tunisian actress Hend Sabri, Italian actor Pierfrancesco Favino, and Chinese actor Zhang Ruo Yun. With their joint effort, these remarkable individuals hope to inspire people and lift spirits in this period of uncertainty. Voluntary donations from the listeners will be used to support Save the Children’s charity programmes.

No other novel has been translated into as many languages and read by as many people from different countries and cultural backgrounds as “The Little Prince”. Antoine de Saint-Exupéry’s most famous literary work follows a young prince on his journey to different planets, addressing themes such as loneliness, isolation, friendship, and love. During these challenging times, the story is a powerful reminder that the best things in life are the simplest ones and that real wealth is caring for and giving to others. Channelling this spirit, IWC brand ambassadors are coming together to read from the book. The original illustrations from Antoine de Saint-Exupéry, including some never-before-shown works, will accompany the readings.

“In writing “The Little Prince”, Antoine de Saint-Exupéry created a story that stands the test of time. Charmingly, the book explores what makes us human, and its message today is more relevant than ever. With our reading project, we want to touch people all over the world and bring joy to children and families alike,” says Franziska Gsell, CMO of IWC Schaffhausen.

IWC enjoys a long-running relationship with the heirs of Antoine de Saint Exupéry. In 2009, the company also became a partner of the Antoine de Saint Exupéry Youth Foundation, which works to preserve the humanist values of the famous French aviator and author.

Olivier d’Agay, the great-nephew of Antoine de Saint Exupéry and Director of the Antoine de Saint Exupéry Youth Foundation, says: “I am honoured that IWC chose “The Little Prince” for this reading initiative. This moving story about friendship, love and the essence of humanity has always bridged cultures and united people across borders and generations.”

### THE NOVEL WILL BE READ IN DIFFERENT LANGUAGES

Indian actress Sonam Kapoor will open the series of readings. Lebanese-British TV presenter Raya Abirached, Tunisian actress Hend Sabri and Italian actor Pierfrancesco Favino, among others, will then read subsequent chapters of the book. Selected IWC brand ambassadors, such as Chinese actor Zhang Ruo Yun, will also join the project and read from “The Little Prince” in their native language.

The “TIME WELL SHARED” initiative, which IWC announced recently, encompasses online lectures, speeches and webinars that will feature on digital channels during the following weeks. The aim is to entertain and support people in these challenging times. The initiative includes contributions from IWC brand ambassadors and partners such as Tom Brady, Mercedes-AMG Petronas Motorsport, Mercedes-AMG, Tottenham Hotspur, Laureus Sport for Good, Solaris Yachts and Orlebar Brown.

All contributions to the initiative will include a link to allow viewers and listeners to make voluntary donations, with IWC making the first donation. With the funds raised, IWC will support Save the Children, which 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.

Another crucial pillar of “TIME WELL SHARED” is a personal volunteering programme via the website Good Tutors Finder, to support schoolchildren and their parents. In their own free time, and on an individual voluntary basis, IWC employees are encouraged to offer online tutoring support for schoolchildren in basic subjects.

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)

For more information on the personal volunteering programme of IWC employees involving online tutoring support for schoolchildren, please visit [www.goodtutorsfinder.ch/iwc-time-well-shared](http://www.goodtutorsfinder.ch/iwc-time-well-shared)

#### **ABOUT THE ANTOINE DE SAINT EXUPÉRY YOUTH FOUNDATION**

The Antoine de Saint Exupéry Youth Foundation ([www.fasej.org](http://www.fasej.org)), operating under the aegis of the Fondation de France, was created by the family of the famed French writer and pilot and his admirers from across the literary, scientific and aerospace spheres. The Foundation honours Saint-Exupéry’s memory and continues his work, by passing on his universal humanist values and broadcasting his messages of peace and solidarity, the challenge to better oneself and his pioneering approach to the environment, to the youngest members of the community, both in France and internationally. The Foundation is faithful to the spirit of the author and aviator when he encouraged us to build a society based on respect for our fellow human beings, cultural diversity, solidarity, fraternity, commitment and personal responsibility. Its philanthropic actions in the fields of education and culture, and its aim to combat illiteracy are undertaken to improve the daily lives of young people, helping them gain skills for a more successful future.

#### **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.

## 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

More information about IWC Schaffhausen's "TIME WELL SHARED" initiative 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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