
IWC SCHAFFHAUSEN AND LAUREUS SPORT FOR GOOD HOST A PANEL DISCUSSION WITH IWC BRAND AMBASSADOR AND SKATEBOARDING WORLD CHAMPION JAGGER EATON

Schaffhausen/Miami, May 4th, 2023: As part of its takeover of Jungle Plaza in the Miami Design District, IWC Schaffhausen hosted an inspiring panel discussion with two-time skateboarding world champion and Olympic Medalist Jagger Eaton. IWC's new Brand Ambassador was joined on stage by Olympic legend and Laureus Academy Member Edwin Moses and Laureus USA Director of Marketing & Partnerships Rachelle Patel. Dibia DREAM, a Miami-based non-profit organization supported by Laureus, kicked off the day with different STEM-related activities for girls.

On the second day at Jungle Plaza, IWC teamed up with Laureus Sport for Good and Dibia DREAM to organize a day focused on empowering girls. IWC has been a global partner of Laureus since 2005, supporting its mission to use the power of sport to help young people around the world. During the day, Dibia DREAM organized different activities for children involving recreational education in sciences, technology-related fields, engineering and mathematics (STEM). IWC then invited representatives from Laureus to an inspirational talk about empowering the next generation through STEM education. They were joined on stage by Jagger Eaton, two-time skateboarding World Champion and Olympic Medalist. Jagger Eaton was recently announced as the newest brand ambassador.

During the discussion hosted by Rachelle Patel, the Laureus USA Director of Marketing & Partnerships, Jagger Eaton revealed the inspiration he received from the day's activities with kids. Known for his raw talent, perseverance and confidence, the young athlete talked about how skateboarding taught him the essential life lesson to get right back up after a fall and try again. Drawing on his ability to always believe in himself and never give up, Jagger Eaton won the bronze medal at

the 2020 Tokyo Olympic Games in Men's Skateboarding Street despite competing with a broken ankle.

Olympic legend Edwin Moses, a founding member of the Laureus World Sports Academy, then shared more information about the work of Laureus Sport for Good and the organization's long-term partnership with IWC. Valuable insights were also added by Rachelle Patel, who highlighted the importance of educational projects for underserved youth and explained Laureus' support for Dibia DREAM. After the talk, Jagger Eaton gave the kids on site a demonstration of his skateboarding skills and answered their questions.

Jagger Eaton and IWC share many core values, such as their dedication to pushing the limits of what can be achieved. Understanding the impact that his family's skatepark had on his own career, Jagger Eaton is fully committed to community give-back initiatives and wants to make skateboarding more accessible to kids. IWC also believes in investing in strong, healthy communities and empowering young people. Community engagement, therefore, forms an integral part of IWC's sustainability efforts.

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.

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.

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 panel talk with Jagger Eaton can be downloaded free of charge from press.iwc.com

FURTHER INFORMATION

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