
THE WINNER OF THE IWC DRAWING COMPETITION IS CELEBRATED BY BRAZILIAN STAR ATHLETES

Schaffhausen/Rio de Janeiro, 1st November 2023: IWC Schaffhausen and Laureus Sport for Good invited Brazilian star athletes and Laureus Academy members Cafu and Daniel Dias to celebrate the winner of the 2022 IWC Drawing Competition. The competition theme was “Time for the Planet,” and 15-year-old João Paulo from Instituto Bola Pra Frente won the public vote for his inspiring drawing. The annual drawing competition held by IWC and Laureus aims to harness the power of sport and culture to help young people overcome discrimination and inequality in their lives.

Every year, IWC Schaffhausen and Laureus Sport for Good join forces for the IWC Drawing Competition. The competition offers young people from more than 300 Laureus-supported programmes worldwide the opportunity to use their creativity to create a piece of artwork under a specific theme. For the 2022 edition, the theme was ‘Time for the Planet,’ and 15-year-old João Paulo won the public vote.

With a focus on the environment and climate change, João Paulo’s winning drawing shows people hugging each other around the planet, illustrating togetherness without discrimination and prejudice. It was through sport that João Paulo learned that lesson, saying, “I really enjoy playing football and playing with my friends. That’s what motivated me to draw the picture and take part in the competition.”

Brazilian football legend, Cafu, and the most decorated Brazilian paralympic swimmer, Daniel Dias, visited the Instituto Bola Pra Frente to congratulate João Paulo. Celebrating his competition win with the two Laureus Academy Members, other youths from the programme, and guests, the day was filled with football and other group activities, perfectly exemplifying IWC’s longstanding partnership with Laureus. A global partner of Laureus since 2005, the Swiss luxury watch manufacturer supports the organisation in its mission to use the power of sport to transform the lives of disadvantaged youths around the globe.

Franziska Gsell, CMO of IWC Schaffhausen, said: “Our longstanding partnership with Laureus reflects our commitment to drive societal change and support young people and the annual IWC Drawing Competition has been a cornerstone of our partnership. At IWC, we are

deeply impressed by the creativity and effort the young participants put into their drawings. Congratulations on winning the 2022 edition, João Paulo!”

Located in northern Rio de Janeiro, Instituto Bola Pra Frente is a programme supported by Laureus. Portuguese for ‘pass the ball forward,’ Bola Pra Frente was founded in 2000 by World Cup winning football legend, Jorginho. The programme uses sports, cultural literacy, and education to develop general knowledge, healthy living, and socio-emotional skills and promote citizenship within its community.

Laureus Academy Member Cafu said: “The programmes supported by Laureus Sport for Good are always about more than sport, and this wonderful competition gives these young people a chance to express themselves in a different way. I was really impressed with João Paulo, not just his art, but his character, too. I hope that winning this competition encourages him to do more with his special talent, and that it opens up opportunities for him in the future.”

LAUREUS SPORT FOR GOOD

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 a half million children and young people. Laureus currently supports more than 300 programmes in over 40 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 specialises in highly engineered watch cases manufactured from advanced materials, such as coloured ceramics, Ceratanium®, and titanium aluminide.

A leader in sustainable luxury watchmaking, IWC sources materials responsibly and takes action to minimise 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.

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