
IWC SCHAFFHAUSEN SUPPORTS THE WORLD CANCER DAY SOLIDARITY CHALLENGE

Schaffhausen, 8th January 2021 - IWC Schaffhausen is to support the Union for International Cancer Control (UICC) in a new initiative enabling cyclists and sports lovers to play an active role in the global fight against cancer. The World Cancer Day Solidarity Challenge on February 4th will see celebrities and members of the public take part in online bike rides to raise awareness and money for the global fight against cancer impacted by the COVID-19 health crisis. As well as inviting employees, clients and ambassadors to participate, IWC will be the event's official timing partner.

Across the world, more than 60,000 cyclists are expected to join the World Cancer Day Solidarity Challenge directly from their homes, via the online cycling platform ZWIFT. Money raised from donations will go to the UICC, the largest and oldest global membership organisation dedicated to the fight against cancer. Representing some 1,200 organisations across the world, it has supported and convened the international cancer community since 1933.

SIX RIDES, ONE SIGNIFICANT CAUSE

Taking place on World Cancer Day itself, February 4th, the World Cancer Day Solidarity Challenge will encompass six Community Rides, starting at six different times to enable as many people as possible worldwide to support the cause. Celebrities will join the action too, allowing riders to cycle 'shoulder to shoulder' with some of their heroes. As the event's official timekeeper, IWC will ensure impeccable timekeeping throughout, and will also field two corporate teams, headed by IWC CEO Christoph Grainger-Herr.

RIDING TOGETHER FOR CHARITY

IWC has a long history of charitable cycling. In 2017 and 2018, Schaffhausen teams took part in the Tortour event, raising money for social sports projects run by the Laureus Foundation Switzerland, and also participated in Laureus Sport for Good bike rides in Monaco. Leading the pack for IWC then - and in this year's Solidarity Challenge - will be two-time Olympic and four-time world champion Fabian Cancellara. An IWC brand ambassador since 2010, Cancellara is one of the most successful riders in the history of the sport. The Swiss racer will also be on-hand, providing pre-event training tips via video, alongside the Swiss Racing Academy (SRA), which will offer online live training sessions in the build-up to the event.

"IWC has always recognised and valued the role we play in community sustainability. Whenever we have the opportunity to support good causes, we do. To channel our passion for time, our commitment to charity and our enthusiasm for cycling into one event is fantastic.

Assisted by the next generation of cyclists at the SRA, our brand ambassadors, and valued clients and employees, we are looking forward to teaming up in the fight against cancer,” explained IWC CMO Franziska Gsell.

To sign up for the Solidarity Challenge, go to the ZWIFT platform, register or sign in to your account and select the ride of your choice. Each one will last 45 minutes. You will need to have compatible indoor cycling equipment for ZWIFT. The event, including a special celebrity race, will be broadcast on television globally and streamed on YouTube, via this link: <https://www.youtube.com/c/SolidarityChallenge>.

UNION FOR INTERNATIONAL CANCER CONTROL

The UICC is the largest global membership organisation dedicated to the fight against cancer and has been a unique voice for cancer control since 1933. It has close to 1200 member organisations in almost every country and helps them urge their governments to take action and ensure that comprehensive cancer programmes and services are a priority for all countries.

WORLD CANCER DAY

Led by UICC, World Cancer Day unites the world every February 4th to help save millions of preventable cancer deaths by raising public awareness, improving education, and inspiring positive action from governments, businesses and individuals. The campaign theme for 2021 leads with ‘I Am and I Will’: a reminder that each person has a role in reducing the impact of cancer, and that together, all of our actions matter.

SOLIDARITY CHALLENGE

Solidarity Challenge is a branded initiative created by Orsen SA to provide simple integrated solutions to help develop fundraising and fresh revenue streams that can be used in a variety of positive ways, from harnessing the power of celebrity influencers to helping employees reach their own health goals. Orsen SA is a Swiss-based company. Orsen SA is a full-service, brand-focused international sports marketing agency delivering multi-market, cost-effective partnerships in sport and entertainment.

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 can be downloaded at press.iwc.com

FURTHER INFORMATION

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