
IWC BRAND AMBASSADOR ADRIANA LIMA BOXES WITH KIDS FROM A LAUREUS PROGRAM IN MEXICO

Mexico City/Schaffhausen, 16 May 2019 – Brazilian supermodel Adriana Lima took part in a boxing session with children in Mexico City. The IWC brand ambassador's sparring partners are participating in a program called "Campeones de la Paz" ('Peace Champions'). Organized by the association TRASO and supported by Laureus Sport for Good, this initiative brings together boxing, education and personal development to prevent violence and crime in some of the most deprived areas in Mexico City.

Brazilian supermodel Adriana Lima has been an IWC brand ambassador since 2012, and a keen boxer for over ten years. She recently visited a local boxing gym in Mexico City for a sparring session with children who are taking part in an initiative called CAPAZ (Campeones de la Paz or 'Peace Champions'). This preventive program against violence and crime empowers young people and their families by combining boxing with psychological group therapy, citizenship classes, human rights training and parenting skills.

"Many cities in Latin America are badly affected by territorial drug wars and gang violence. Children are the most vulnerable members of our communities and in special need of protection and help. I feel honored to share my passion for boxing with these kids. This sport enables them to improve their self-esteem and encourages them to stay off the streets," said Lima.

The CAPAZ program is run by the Mexican non-profit association TRASO (Transformacion Social), which aims to improve the quality of life of some of the most vulnerable families in Mexico. It is supported with funding from Laureus Sport for Good and has received training from other leading Sport for Development practitioners in Laureus' programmatic network, including the Fight for Peace program, which Lima has previously visited in Brazil.

LAUREUS SPORT FOR GOOD

In 2018, nearly 300,000 young people from all over the world directly benefited from more than 160 Laureus Sport for Good supported programs, run by grassroots organizations which are deeply embedded in their local communities and understand how to use sport to overcome the hurdles faced by local kids. Laureus supports these organizations with funding and knowledge-sharing, and each program is measured against charitable standards set out by the United Nations, in line with the Sustainable Development Goals.

IWC SCHAFFHAUSEN

With a clear focus on technology and development, the Swiss watch manufacturer IWC Schaffhausen has been producing timepieces of lasting value since 1868. The company has gained an international reputation based on a passion for innovative solutions and technical ingenuity. One of the world's leading brands in the luxury watch segment, IWC crafts masterpieces of Haute Horlogerie at their finest, combining supreme precision with exclusive design. As an ecologically and socially responsible company, IWC is committed to sustainable production, supports institutions around the globe in their work with children and young people, and maintains partnerships with organizations dedicated to environmental protection.

DOWNLOADS

Images of the boxing session with Adriana Lima and the dinner organized by IWC Schaffhausen and Mercedes-Benz Mexico can be downloaded free of charge at press.iwc.com

FURTHER INFORMATION

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