
IWC SCHAFFHAUSEN AMBASSADOR JAMES MARSDEN HOSTS LAUREUS WORLD SPORTS AWARDS

Schaffhausen, 18. February 2019 – IWC Schaffhausen attended the annual Laureus World Sports Awards in Monaco to highlight its support for the work Laureus Sport for Good undertakes around the world. IWC brand ambassador and Hollywood actor James Marsden hosted the Awards Ceremony at the Monte-Carlo Sporting. During the evening, IWC CEO Christoph Grainger-Herr presented the Aquatimer Chronograph Edition “Laureus Sport for Good” novelty to the new members of the Laureus World Sports Academy.

Established in 2000, Laureus Sport for Good harnesses the power of sport to bring about social change and to create a more promising future for disadvantaged children and adolescents. The organization currently supports more than 160 sports programs in 40 countries. “I strongly believe in the positive effect that sport can have – not only on the life of a child or an adolescent, but also on families, and social communities. The Laureus World Sports Awards are an important event to draw attention to the work of Laureus Sport for Good, and I am glad that we can contribute to making the message heard”, explains Christoph Grainger-Herr, CEO of IWC Schaffhausen.

JAMES MARSDEN HOSTED THE AWARDS CEREMONY

IWC brand ambassador James Marsden hosted the Awards Ceremony together with Amanda Davies, the main sports anchor on CNN International. Also present at the festive gala in the “Salle des Etoiles” were several members of the IWC and Laureus family, including Olympic champion Fabian Cancellara, racing driver Maro Engel, and former Formula 1 driver and TV presenter David Coulthard. For the third year in a row, the Laureus World Sports Awards gala took place in Monaco.

NEW ACADEMY MEMBERS RECEIVED IWC LAUREUS WATCH

During the evening, the Laureus World Sports Academy welcomed Lorena Ochoa, Luciana Aymar and Missy Franklin as its new members. This exclusive circle of living sports legends is responsible for crowning the winners of the Laureus World Sports Awards each year. All new members received an Aquatimer Chronograph Edition “Laureus Sport for Good” (Ref. IW379507).

The timepiece is the 13th special edition issued by IWC as part of its commitment to support Laureus. Available in a limited edition of 1000 watches, the sporty diver’s watch is powered by the IWC-manufactured 89365 chronograph movement with a flyback function. Housed in a rubber-coated stainless-steel case, it features a dial in distinctive Laureus blue. The back of the case features an engraving of the drawing by 15-year-old Melan from Sri Lanka. Melan’s entry on the subject “Time to Learn” won him the annual drawing competition that IWC organizes each year together with Laureus within the programs supported by the foundation.

LAUREUS SPORT FOR GOOD

In 2018, nearly 300,000 young people all over the world directly benefited from more than 160 Laureus Sport for Good supported programs in 40 countries, working to end violence, discrimination and disadvantage by using sport as the tool for change. Every program Laureus supports is addressing at least one of the following six social issues, which are aligned with the United Nations Sustainable Development Goals; Health, Education, Women and Girls, Employability, Inclusive Society, Peaceful Society.

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 Laureus World Sports Awards Night can be downloaded free of charge at press.iwc.com

MORE INFORMATION

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AQUATIMER CHRONOGRAPH EDITION „LAUREUS SPORT FOR GOOD“

REF. IW379507

FEATURES

Mechanical chronograph movement – Stopwatch function with minutes and seconds – Flyback function – Small hacking seconds – Mechanical external/internal rotating bezel with IWC SafeDive system – Luminescent elements on hands, dial and internal rotating bezel – Screw-in crown – Special back engraving – IWC bracelet quick-change system – Limited edition of 1000

MOVEMENT

Caliber	89365
Frequency	28,800 A/h/4 Hz
Stones	35
Power reserve	68 h
Winding	Automatic

WATCH

Materials	Rubber-coated steel case, black hands, blue dial, blue rubber strap
Glass	Sapphire, convex, antireflective coating on both sides
Water-resistant	30 bar
Diameter	45 mm
Height	16.9 mm