
BRAZILIAN FOOTBALL LEGEND CAFU MEETS WINNER OF IWC LAUREUS DRAWING COMPETITION

Rio de Janeiro/Schaffhausen, 4th October 2018 – Brazilian football legend and Laureus Academy Member Cafu visited Instituto Reação, a programme supported by Laureus Sport for Good, where he met 11-year-old Ana Claudia. With her drawing on the theme “Time to be Healthy” engraved on the backside of the Pilot’s Watch Mark XVIII Edition “Laureus Sport for Good Foundation”, Ana won the drawing competition IWC organises each year within the foundation’s programmes.

Cafu is the only player to appear in four consecutive World Cups. He played in three World Cup finals, winning in 1994 and 2002 when he was captain and was a runner-up in 1998. During his visit to Instituto Reação, he congratulated Ana on winning the drawing competition: “I’m happy that Ana won this competition which raises money to help underprivileged children all over the world. It was extraordinary for me to give her the prize. It’s wonderful to think that so many young people like Ana from different countries entered this competition. It shows how effective Laureus is at building bridges between communities. I would like to thank Laureus Global Partner IWC Schaffhausen for their support with this wonderful initiative.”

Instituto Reação is one of the many projects all over the world supported by Laureus Sport for Good. Founded in 2003, the Brazilian organisation improves the living conditions of children and adolescents through education and sport. It mainly relies on judo to convey values such as respect, discipline and determination. Christoph Grainger-Herr, CEO of IWC Schaffhausen, commented: “On behalf of our whole team at IWC, I would like to congratulate Ana on winning the drawing competition. It is wonderful that we can help to support programmes like Instituto Reação. As a keen sportsman, I am convinced that sport has a positive influence and a sustainable impact on young people’s lives. Ana’s drawing beautifully captures why it is important to integrate sport into your daily routine.”

12TH LIMITED EDITION TIMEPIECE FOR LAUREUS

IWC has been a Global Partner of Laureus Sport for Good since 2005. As part of this cooperation, the Swiss luxury watchmaker launches a limited-edition watch every year. A part of the proceeds from sales is used to support Laureus Sport for Good. The Pilot’s Watch Mark XVIII Edition “Laureus Sport for Good Foundation” (Ref. IW324703) is the 12th special edition timepiece IWC launches as part of its commitment to support Laureus Sport for Good. The watch has a case made of black ceramic and a blue dial. Ana’s drawing can be found as an engraving on the case back.

LAUREUS SPORT FOR GOOD

Laureus Sport for Good uses the power of sport to end violence, discrimination and disadvantage and proves that sport can change the world. Currently, Laureus supports more than 150 programs which are using sport to make social change in over 40 countries. 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 Cafu's visit to Instituto Reação in Rio de Janeiro can be downloaded free of charge at press.iwc.com

MORE INFORMATION

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