



Jaeger-LeCoultre reinforces its collaboration with the Aladina Foundation during the San Sebastian Film Festival

On September 23rd, 2017, during the 65th San Sebastian Film Festival, the Swiss fine watchmaking brand Jaeger-LeCoultre announced its renewed collaboration with the Aladina Foundation for the fifth consecutive year.

Pledging once again its support to the Foundation for the work it conducts supporting children with cancer, the Grande Maison has supported a new project to give a group of children the opportunity to enjoy a very special experience at Dynamo Camp, a new camp in Italy, part of the Serious Fun Children's Network, which the Aladina Foundation began working with in summer 2017. These camps provide an unforgettable experience for the children involved, helping them to recover their joy, rebuild their self-esteem and fully recharge their batteries for their ongoing battle with cancer – all this under discreet but close medical supervision. Thanks to Jaeger-LeCoultre's support to the Aladina Foundation, young children and adolescents in Spain with cancer can attend these camps each summer at absolutely no expense.

As in previous years, Jaeger-LeCoultre has wanted to count on the vision and experience of an exceptional godmother to present this charity project. This year, it was María de León, who was already closely involved in various charity projects, including the Aladina Foundation itself for some years now. Last August, María de León visited Dynamo Camp as a volunteer to spend a few days with the children and experience for herself this fascinating charitable experience.

During a meeting with the media at the Jaeger-LeCoultre VIP Lounge at Hotel María Cristina, in San Sebastian, María de León, together with the filmmaker and Foundation president Paco Arango, and Cristina, one of the girls supported by the Foundation, shared their vision and first-hand experiences of the Dynamo Camp.

“Jaeger-LeCoultre's commitment lies in supporting the exceptional work that the Foundation does in helping these little fighters through the process of the very challenging illness that is cancer”, Mercedes Canos, Jaeger-LeCoultre Spain Brand Manager, highlighted.

JAEGER-LECOULTRE AND CINEMA

Since 1833, Jaeger-LeCoultre has remained dedicated to the legacy of watchmaking traditions while maintaining its expertise for invention in creating authentic, fine watchmaking legends. Committed to a constant quest for excellence and supported by a unique inventive spirit, Jaeger-LeCoultre has a long-standing engagement in supporting the appreciation and preservation of film.

For more than a decade, Jaeger-LeCoultre has been closely associated with the best artistic film festivals around the world, including Venice, Shanghai, and San Sebastian, and in turn pays tribute to the creative talent of filmmakers by annually awarding the Glory to the Filmmaker Award. Through its close affinity with the world of film, Jaeger-LeCoultre has found shared values and a common mission: each second bears the imprint of a moment of eternity.

The feminine Rendez-Vous watch is with you in all the precious moments and adapts to every new role. Jaeger-LeCoultre invites every woman to express the actor within her, by capturing an iconic moment or scene from the movies. Live a uniquely emotional moment and share it with everyone.

#LikeinaMovie

THE JAEGER-LECOULTRE MANUFACTURE

Since its creation, Jaeger-LeCoultre has been delighting and surprising devotees of beautiful objects. In keeping with the inventive spirit initiated in 1833 by its founder Antoine LeCoultre, the artisans of the Manufacture combine their talents and expertise to create collections which have been at the forefront of watchmaking both technically and artistically: Reverso, Master, Rendez-Vous and Atmos – this rich legacy built by the Grande Maison over centuries serves as a constant source of inspiration in its ongoing pursuit of excellence. In the wake of many legendary models, the 21st century has seen the emergence of the Hybris Mechanica and Hybris Artistica collections. These rare pieces are as surprising as they are sophisticated yet again bearing witness to the creative passion of the men and women who work in symbiosis under its roof – some of them descending from a long line of watchmakers.

For Jaeger-LeCoultre, 2017 is an opportunity to reveal watchmaking treasures of stunning beauty, and to elevate the new Rendez-Vous line to the apex of ladies' watches.

www.jaeger-lecoultre.com



Aladina Foundation

Aladina was established in 2005 but was conceived four years earlier, when its current president, **Paco Arango**, asked a friend to propose a project in which he could “get stuck in”. “I wanted to give some of my time to others because I have been very lucky in life”, its founder explains. And that is how it began: one Wednesday afternoon, he visited Madrid’s Niño Jesús hospital for the first time, and has never looked back.

Today, Aladina has grown into an organisation which every year helps around 1,500 children with cancer and their families at the more than 11 Spanish hospitals it collaborates with, providing a comprehensive range of support and assistance: emotional, material and psychological.

For over a decade, Aladina has been helping these little fighters and their families to recover their smile in the face of the constant challenge that an illness like cancer poses. Based on their first-hand bedside experience in oncology units, foundation staff are acutely aware of the needs of these patients and their families. For this reason, its support is provided on three levels – material, psychological and emotional – with the aim of ensuring that the unwell children, their parents and their siblings, all feel protected and supported throughout this process.

María de León

María de León is a consultant at Viajes&Estilo, and her roles include developing communication strategies, public relations and digital branded content for a number of brands and companies. She is author of the book Vestir con Estilo (“Dressing in style”) and is contributor to various media outlets; she is currently travel editor and producer of the Viajes con Estilo (“Journeys in style”) section of the magazine Mujer Hoy (“Woman Today”) and works actively in the tourism industry through various communication channels under the hashtag #MariaLeonTravels. She is also a member of the jury of the charity project awards ‘Premios Solidaridad’, organised by the magazine Telva, and collaborates actively with a number of charities and foundations.

