



TAGHeuer
SWISS AVANT-GARDE SINCE 1860



PROYECTO PAZ
LATINOAMÉRICA

Inspiring, encouraging and challenging:

TAG Heuer launched a new campaign and reinforces its commitment with Proyecto Paz Latinoamérica

The past October 29th, TAG Heuer, the swiss watchmaking avant garde brand, introduced in Venezuela during a press conference its new campaign “*Don’t Crack Under Pressure*” and its commitment to social development.

In partnership with Stenthor, the new TAG Heuer’s distributor, and in collaboration with all its authorized points of sale in Venezuela, part of the sales of all the TAG Heuer’s watches and chronographs will benefit the foundation Proyecto Paz Latinoamérica



Carlos Ariza, Nieves Zingg, Jonathan Gutiérrez

With the visit of Carlos Ariza, CEOs de Stenthor, it was the perfect time to communicate to the Venezuelan market the powerful state of mind that leads TAG Heuer to constantly push the boundaries, break the rules and reinvents itself with courage and passion.

With a wonderful short video, the new campaign "Do not Crack Under Pressure" captures the mental strength of TAG Heuer's Dream Team, athletes and ambassadors who reflect the values of the brand: Cristiano Ronaldo the perfectionist, Maria Sharapova the irresistible, Steve McQueen, the master of cool, Dempsey Racing the challenger, McLaren F1 & GT the masters of speed, and Formula Electric the innovators. To this list is added the Venezuelan Eglantina Zingg who with her unfailing determination embodies perfectly TAG Heuer's values and spirit "Do not Crack Under Pressure".



Following the success with its first limited edition Venezuela Formula 1, TAG Heuer reinforces its social commitment to benefit Proyecto Paz Latinoamérica, NGOs throughout the region promotes the culture of peace, football development and empowerment of women. Starting from November the 1st until December the 31st 2014, part of the sales of all prestigious TAG Heuer sports watches and chronographs in Venezuela will be redistributed to Proyecto Paz Latinoamérica.

Zingg Nieves, Executive Director and Jonathan Gutierrez, Director of Communications presented the achievements and goals of Proyecto Paz Latinoamérica in Venezuela and throughout the region.



Finally, the new dynamic distribution of the brand in the country managed and led by one of the largest independent distributors, the Swiss company Stenthor, which operates in Venezuela, Colombia, México, Panamá and Miami, has also been introduced this day to the audience.

Following the opening of new authorized points sales in Venezuela, the TAG Heuer chronographs and watches are now available in:

- Caracas (Joyería Victoria CCCT, Joyería Daoro Centro San Ignacio, Joyería Bellagio, C.C. Sambil, Joyería Gerais C.C. Sambil, El Tolón y Urb. Las Mercedes)
 - Maiquetía: Aeroboutique, Aeropuerto Internacional Simón Bolívar.
 - Aragua: Joyería Dariana, Maracay.
 - Lara: Joyería Luxuri, C.C. Sambil Barquisimeto.
 - Bolívar: Joyería Big Ben, Pto. Ordaz.
- Nueva Esparta: Joyería Iván IV C. C. La Vela, Joyería Iván V C.C. Sambil Margarita.

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More about Proyecto Paz Latinoamérica:

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