

RAYMOND WEIL, WITH MAESTRO, SUPPORTS THE FIGHT AGAINST CANCER

Cancer is one of the leading causes of death around the world. One out of every 600 children suffers from cancer. Although recovery rates from childhood cancers have improved considerably in the last 30 years (from 30% to around more than 70%), these illnesses are still the second leading cause of death in children over one year old.

The Pediatric Hemato-Oncology Unit of Geneva University Hospital is working actively to develop more effective and less toxic treatments for those children. Committed for many years in various charity actions, RAYMOND WEIL is renewing its initiative in 2012 to aid in research and treatment of those who have been touched by this dreadful disease – hand in hand with you.

For the Basel Fair, RAYMOND WEIL provides the opportunity to support the fight against childhood cancers and buy on its Facebook page a *maestro* edition limited to 5 pieces engraved with the mention “*maestro* Mouvement d’Espoir – Edition Spéciale 2012”. The proceeds from the sale will be doubled by RAYMOND WEIL and donated to the Pediatric Hemato-Oncology Unit of Geneva University Hospital – Switzerland.

Always a leader in the field of new technologies, RAYMOND WEIL is the first Swiss luxury watchmaker to use Facebook as a selling platform for this timepiece. The Brand wanted to share its engagement to this cause with the entire Facebook community to reach as many people as possible.

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At the heart of this special navy blue model – unique because of its aesthetics and the beauty of the cause it symbolizes, beats a self-winding automatic movement. Like all the models of the *maestro* collection, its refined casing is snapped with a sapphire crystal at the back, which enables amateurs to admire the movement of this timepiece. Its silver dial decorated with a central zone in “Clou de Paris” and sprinkled with blued Arabic numerals is shining like hope in the night of the navy blue leather strap.

With *maestro* Mouvement d’Espoir, your support will make a difference!

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