

RAYMOND WEIL PARTNERS WITH VH1 SAVE THE MUSIC FOUNDATION

Keeping true to RAYMOND WEIL's support for the arts and, most importantly, music, from which the Brand draws constant inspiration, RAYMOND WEIL is thrilled to support and partner with the VH1 Save The Music Foundation. This will be the first time that RAYMOND WEIL will be working with The VH1 Save The Music Foundation, a non-profit organization dedicated to restoring instrumental music education programs, ensuring that every child has access to a complete education that includes the benefits of music instruction.

RAYMOND WEIL, both nationally and internationally, has created a strong presence in the arts, with a direct tie to music. A sponsor for the last four years of Brit Awards and a supporter of American Idol, RAYMOND WEIL takes pride in the support of new and emerging artists within the music industry. Sponsoring the VH1 Save The Music Foundation was the ideal partnership with not only a strong non-profit organization, but musical ambassadors, that all hold the same core beliefs.

RAYMOND WEIL will support The VH1 Save The Music Foundation throughout the fourth quarter with a combination of sales promotions and special events, including the third installment of the Foundation's *Songwriters Music Series* on September 22nd in Los Angeles. The *Songwriters' Music Series* will be held at a local, exclusive venue and features some of today's most celebrated artists, including headliner and Grammy Award Winner, Colbie Caillat, performing hit songs while also sharing personal stories behind the music in front of a live audience.

Additionally, RAYMOND WEIL, in conjunction with the VH1 Save The Music Foundation, will launch a sales promotion with the new [maestro collection](#), where a portion of the sales of any purchased maestro timepiece will go to support the foundation. Prior to the *Songwriters Music Series*, RAYMOND WEIL and VH1 Save The Music Foundation will co-host an intimate cocktail and shopping event at a local retailer to kick-off the sales promotion.

"Music has always been at the heart of my family," says Elie Bernheim, Director of RAYMOND WEIL and head of global Marketing for [the Brand](#). "My grandfather, Mr. Raymond Weil, instilled music into the DNA of the Brand when he created it back in 1976. After 35 years, we continue this passion by giving back to the community who has supported us throughout the years. VH1 Save The Music Foundation is an organization that selflessly devotes its resources to ensure music education continues with each generation, and we are proud to support such a great cause."

About VH1 Save The Music Foundation:

The VH1 Save The Music Foundation is a nonprofit organization dedicated to restoring instrumental music education programs in America's public schools, and raising awareness about the importance of music as part of each child's complete education. To date, VH1 Save The Music has provided more than \$47 million in new musical instruments to 1,750 public schools in more than 100 cities around the country, impacting the lives of over 1.6 million children. The 2012 Ambassador Class - dedicated to raising awareness and funds to benefit The Foundation - includes: Amber Riley, Ciara, Jewel, John Legend, John Mayer, Jordan Sparks, Kristin Chenoweth, Lifehouse and Sara Bareilles. Get involved at <http://www.vh1savethemusic.com/> and follow us on twitter @vh1savethemusic.

To stay informed:

Join [RAYMOND WEIL on Facebook](#)

Follow [RAYMOND WEIL on Twitter](#)

For further information:

[PRESS & News](#)

&

RAYMOND WEIL Genève

Adva Grundman

a.grundman@raymond-weil.ch