



Jaeger-LeCoultre celebrates its third year as official sponsor of the San Sebastián Film Festival

Jaeger-LeCoultre is pleased to announce its official third-year sponsorship with the San Sebastian Film Festival, recognized as the most important film festival in Spain. During the 62nd edition of the festival that will last from the 19th to the 27th September, 2014, a selection of the best international movies from among productions worldwide will compete for the Golden Shell and other official Festival awards.

During the festival, Jaeger-LeCoultre will be hosting a VIP Lounge in the Salon Easo of the Hotel Maria Cristina, a Luxury Collection Hotel. The Lounge, turned into an exclusive boutique of the Grande Maison, will be a place to encounter the friends of the brand and main protagonists of the Film Festival.

The Opening Ceremony of the festival will take place on Friday, September 19th 2014, followed by the opening Gala held at the magnificent San Telmo Museum. The ceremony will be attended by international guests such as Denzel Washington, who will receive the Donosti Award.

Time to Smile

The 62nd San Sebastián Film Festival will be the occasion for the Manufacture Jaeger-LeCoultre to reaffirm its support to the Aladina Foundation.

The Aladina Foundation is a private non-profit organization formed in 2005 by Paco Arango to help children affected with cancer and their families. Each year, the foundation serves over 1200 children and families by providing comprehensive support: material, psychological and emotional. With its different support programs and team of volunteers, the Aladina Foundation places a particular importance on all types of therapeutic play, implemented to help children and teenagers to keep smiling while learning how to cope with their new situation and illness.

In 2013, Jaeger-LeCoultre organized the charity program « Reverso for a smile » and contributed to the collaboration between the Aladina Foundation and Barretstown, a non profit camp in Ireland for children with cancer and other serious illnesses, by financing the trip of about 50 Spanish children to Barretstown to recover the smile enjoying a week's holiday. For this action, the Manufacture Jaeger-LeCoultre created the « Reverso for a smile » watch engraved with the logo of the Aladina Foundation. Miguel Ángel Muñoz and Paco Arango, along with many other Spanish talents, wore the "Reverso for a smile" at the opening gala to support the charity project.

This year, a photo exhibition will be displayed in Jaeger-LeCoultre Lounge in the Hotel Maria Cristina. Called « Time to smile », the exhibition presents photographs of children taken by Imanol Arias, Miguel Ángel Muñoz, Manuela Vellés, Juana Acosta, Eduard Fernández and Belén Rueda, six Spanish actresses and actors involved in the Aladina Foundation. Also displayed on the « Time to a Smile » Instagram gallery (www.instagramersgallery.com/timetosmile/) the aim of this project is to invite people to vote for their favorite picture. For every vote, Jaeger-LeCoultre will donate a Euro to the Aladina Foundation.



Jaeger-LeCoultre and cinema

Jaeger-LeCoultre has a longstanding connection with the film industry, and a strong commitment to supporting and promoting the appreciation and preservation of film. It has been the official partner of the Venice International Film Festival for a decade. Since 2011, the brand has become official partner of the Abu Dhabi International Film Festival and Shanghai International Film Festival. Most recently, in April 2013, Jaeger-LeCoultre announced a new multi-year partnership with the Film Society of Lincoln Center, America's pre-eminent New York based non-profit film organization. As part of this association, the Center and Jaeger-LeCoultre launched the Filmmaker in Residence initiative, an annual initiative designed to further cement both organizations' roles within the film community, and support of the arts. In 2014, Jaeger-LeCoultre further supports the world of cinema by partnering with two major film festivals in North America: the Los Angeles Film Festival and the Toronto International Film Festival.

Manufacture Jaeger-LeCoultre. The Inventors from the Vallée de Joux.

A major player in watchmaking history since 1833 based in the Vallée de Joux (Switzerland), the Manufacture Jaeger-LeCoultre currently houses the 180 skills required to entirely develop and produce the most prestigious timepieces. Driven by a uniquely inventive spirit, Jaeger-LeCoultre perpetuates the tradition of Grand Complication models illustrated by extraordinary creations and legendary watches such as the Reverso, the 101 watch, the Geophysic, the Memovox, the Master Control, the Gyrotourbillon, as well as the Atmos clock. Building on a vast heritage comprising 1,249 mechanical calibres and around 413 registered patents, Jaeger-LeCoultre remains the reference in the field of Fine Watchmaking.

www.jaeger-lecoultre.com

About the Festival San Sebastián

This year the Festival will be celebrating its 62nd consecutive edition with the same enthusiasm felt the day it first saw the light on September 21st, 1953. Conceived as an International Film Week for the purpose of screening and marketing films, it was not long before the IFFPA granted it B status (non-competitive), thanks to the success of its first edition. A year later, it was called the International Film Festival, and in 1955, the IFFPA recognized the festival as competitive, specializing in colour films. In 1957, the festival was granted « A » status and the Shell awarded in the main categories and determined by an international jury turned to gold. The list of personalities making an appearance at the Festival ever since its early days is endless. Their names have given San Sebastian Back its cosmopolitan splendour and have bestowed it with a certain dose of glamour, always connected to fine filmmaking.

Finally, we cannot talk about the Festival without mentioning the city that has lent its now globally-recognized character and images. San Sebastian plays an important part in the Festival's devotion toward rediscovering cinema, turning both daylight and cityscapes into brilliant collaborators. Facades come alive with posters evolving different moments in the Festival's history, with the Official Poster as the highlight. Each year, this poster creates a special atmosphere. Being one of the most welcoming cities in Europe, an enjoyable stay in San Sebastian is virtually guaranteed: go for walk along the city streets and delightful beaches, enjoy the excellent cuisine, and above all, take in some good cinema.

www.sansebastianfestival.com