



“Hublot Charity Wrestling” with three time Olympic gold medalist, Saori Yoshida And introducing unique charity piece to raise fund for Tohoku earthquake

Nagoya- Japan, December 10, 2012 – Hublot held a unique charity event, “Hublot Charity Wrestling”, with a famous Japanese wrestling star, Ms. Saori Yoshida, who won three consecutive Olympic gold medals in the Women's Freestyle 55kg at 2004, 2008 and 2012 Olympics and has unprecedented record of 13 consecutive world titles.

This event aimed to convey the message to children on “joy of realizing their dreams” and to help reconstruct the quake-hit area in Tohoku through the positive energy of their dreams.

29 young local wrestlers joined the event and practiced with Ms. Yoshida then had matches with her one by one. By honoring the record of her 13 consecutive victories, Hublot has agreed to donate 130,000JPY for each match won by children. All the funds raised by the event were donated to “LOVE FOR NIPPON” (“Nippon” means Japan), an organization dedicating itself to support the people in Tohoku area, where the huge earthquake hit in March 2011. **The children successfully won against the medalist and Hublot donated 1,300,000JPY.**

To celebrate this grand event, unique piece of Big Bang 38mm was unveiled. It features white color bearing the symbolic gold colored second hand, which is inspired by Ms. Saori Yoshida’s gold medals. Its pure white rubber straps allow the comfort, the bezel adorned with diamonds reflects the brilliant achievement, and her autograph is engraved on its steel case back. Only one piece has been created and will be auctioned at Hublot’s official retailer “Hassin” in order to raise funds for “LOVE FOR NIPPON” to support the reconstruct of Tohoku area.

About Ms. Saori Yoshida

Ms. Saori Yoshida won her third successive Olympic gold medal in the 55 kg women's freestyle wrestling at the Olympic in 2012. She holds 13 consecutive world championship titles and it is certified by Guinness World Records.

About “LOVE FOR NIPPON”

“LOVE FOR NIPPON” was founded in March 2011 by a famous candle artist, Candle JUNE. They constantly visit Tohoku area to provide food, health care, beauty care, and workshops etc... They also provide mental health care for children, who are coping with the tough and stressful situation.

Hublot and charity

Hublot is committed to sharing and caring, and engaged in charity activities. Hublot organizes unique charity events with its ambassadors or partners such as Diego Maradona, Usain Bolt or Manchester United. Hublot was one of the first luxury brands to take action for tragic disaster of Tohoku area in Japan, by launching a campaign on its official website to raise funds for Red Cross Society. Then Hublot donated 10,000 sets of colored pencil to KIDS EARTH FUND(KEF) to support their activities and continuously supports the organization.

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