



“THE RUSSIAN CHALLENGE”

10 balls, 10 targets from 10 metres...
For the first time in his career, Maradona has accepted the challenge of the HUBLOT Million Dollar Wall, in Moscow.



The proceeds of the challenge will go to the Raisa Gorbacheva Memorial Institute for Children Hematology and Transplantation to establish a registry for unrelated bone marrow donors.

On 29 September at 18:00, on the roof terrace of the Tsum department store in the heart of Moscow, Argentinian football legend Diego Maradona for the first time faced the challenge of the Hublot Million Dollar Wall.

He was delighted to accept the invitation from Hublot to meet the following challenge: 10 balls, at 10 targets from 10 metres, with just of different diameters, each representing a value of \$25,000 to \$300,000.

With a first shot at \$ 300'000, he ultimately raised the total sum of \$ 500'000 which will be donated in its entirety to the Raisa Gorbacheva Memorial Institute for Children Hematology and Transplantation at the Pavlov State Medical University of Saint Petersburg. The prize was presented to Professor Afanasiev, Director of the Institute, as a first symbolic gift towards more substantial steps in bringing the vital project of an unrelated bone marrow donor registry to life. Also in attendance to mark the event was Professor Mikhail Didur, Doctor of Medical Science and Head of the Saint Petersburg State Medical University named after I.P. Pavlov.

After the challenge, Diego Maradona descended with Mr Ricardo Guadalupe, General Director of Hublot - to Hublot's Moscow Boutique on the 1st floor of Tsum to present the first piece of the new Hublot Maradona limited series, made from gold and ceramic, and especially created to celebrate this living legend and commemorate his "Russian challenge".

*"We have very strong ties with Diego Maradona," emphasized **Ricardo Guadalupe, General Director of Hublot.** "We both love to show originality and generosity in setting up events as exceptional as this one million dollar challenge, which will help take the first step towards setting up a registry for unrelated bone marrow donors for children in Russia."*



**It is the first time that Maradona has accepted such a challenge.
His "Russian challenge", as he calls it!**

A wall the actual size of a football goal (7.30 X 2.40 m) was set up with 10 circular holes of different diameters, each representing a sum of \$ 25,000 to \$ 300,000. With just 10 balls before him, and at the distance of 10 metres, Maradona took a shot at each hole in sequence, with each successful shot raising the total of the donation by the amount indicated under the hole. We should clarify that there will be no losers, regardless of his performance: Hublot has already promised a significant contribution, one worthy of the event, to the Raisa Gorbacheva Memorial Institute for Children Hematology and Transplantation.

This is the third time that Hublot has set up its One Million Challenge. Manchester United's footballers volunteered for the challenge in Hangzhou, China, before repeating the event – in view of its huge success - in the heart of New York, at the foot of the Flatiron building.

A Hublot Maradona gold and ceramic watch – in a limited edition of just 100 pieces - to celebrate the living legend and commemorate his "Russian Challenge"

After the creation by Hublot of a first Big Bang Chronograph Maradona in black ceramic, which achieved dazzling success, the two partners unveiled in Moscow a Big Bang in polished red gold, with a black ceramic bezel and black dial bearing Diego Maradona's signature in blue, and his iconic jersey number "10" on the counter at 3 o'clock. The indices and seconds hand are coloured the same blue and white, as is the special 45-minute counter at 9 o'clock (alluding to the duration of half a football match!). The black alligator Gummy strap is stitched with three threads, two blue and one white as a nod to the flag of Argentina. The case-back bears a drawing of the football legend in person, with his arms raised in a Victory sign. Just 100 pieces of this limited series will be available, and each watch will be accompanied by a football jersey autographed by the legend himself.

Maradona – The Living Legend

From Argentina to the rest of the world, Diego Maradona, also known as "the footballer of the 20th Century", has been crowned with a host of distinctions. A brilliant, intense, wholehearted genius, he has scored some of the most spectacular goals in the history of football, and at the age of 25 achieved his childhood dream of leading Argentina's national team to victory in the 1986 World Cup. In 1995 he was awarded the Ballon d'Or – the ultimate distinction for an international footballer - for his career achievements. Most recently, he was an outstanding and passionate head coach and leader of his national team at the 2010 World Cup in South Africa.

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**BIG BANG 44 MM
"DIEGO MARADONA GOLD CERAMIC"**

TECHNICAL DETAILS

Reference	318.PM.1190.GR.DMA10.
Case	"Big Bang" 44.5 mm in polished red gold and microblasted black ceramic
Bezel	Microblasted black ceramic
Crystal	6 titanium H-shaped countersunk, polished & locked screws
Bezel Lug	Sapphire with interior anti-reflective treatment
Lateral Inserts	Black composite resin
Case-back	Black composite resin
Crown	Red gold with sapphire crystal, Diego Maradona with his arms raised in a V sign
Push-pieces	Red gold with black rubber insert
Screws	Red gold, rectangular with black rubber insert
Water resistance	Black PVD titanium
	100 m or 10 ATM
Dial	Black with Argentinian blue and luminescent white coloured appliques, 45 min counter at 9 o'clock, the iconic number 10 at 3 o'clock and Diego Maradona's signature at 6 o'clock in Argentinian blue
Hands	Faceted, diamond-polished, red gold colour, with luminescent white, chronograph hand with H-shaped counterpoise and Argentinian blue Duco
Movement	Chronograph with 45 minute counter Hublot Calibre HUB1146 - Mechanical with automatic winding
Jewels	55
Bridges	Satin-finished, bevelled & polished
Screws	Black PVD
Date	Rectangular window at 6 o'clock
Oscillating Weight	Tungsten carbide with black PVD treated dimpled surface
Main plate	Sandblasted & rhodium-plated
Barrel	With reinforced spring
Escapement	Glucydur hairspring
Power Reserve	42 hours
Wristlet	Adjustable alligator and rubber strap with 3 stitches - blue, white, blue
Clasp	Red gold with black PVD deployant
Series	Limited to 100 pieces numbered from 01/100 to 100/100