

NONPROFITS

Tag Heuer cycles for a cure in ambassador-led fundraising effort

January 11, 2018



Cycle for Survival event in 2017. Image credit: Cycle for Survival

By STAFF REPORTS

LVMH-owned watchmaker Tag Heuer and its high-profile ambassadors will join the Cycle for Survival movement to raise money for rare cancer research.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Cycle for Survival is operated by Memorial Sloan Kettering Cancer Center with 100 percent of every dollar raised being allocated toward groundbreaking rare cancer research and clinical trials led by the treatment and research center. The organization's signature indoor stationary cycling event will take place in 16 cities across the United States in January, February and March.

Cycle for a cure

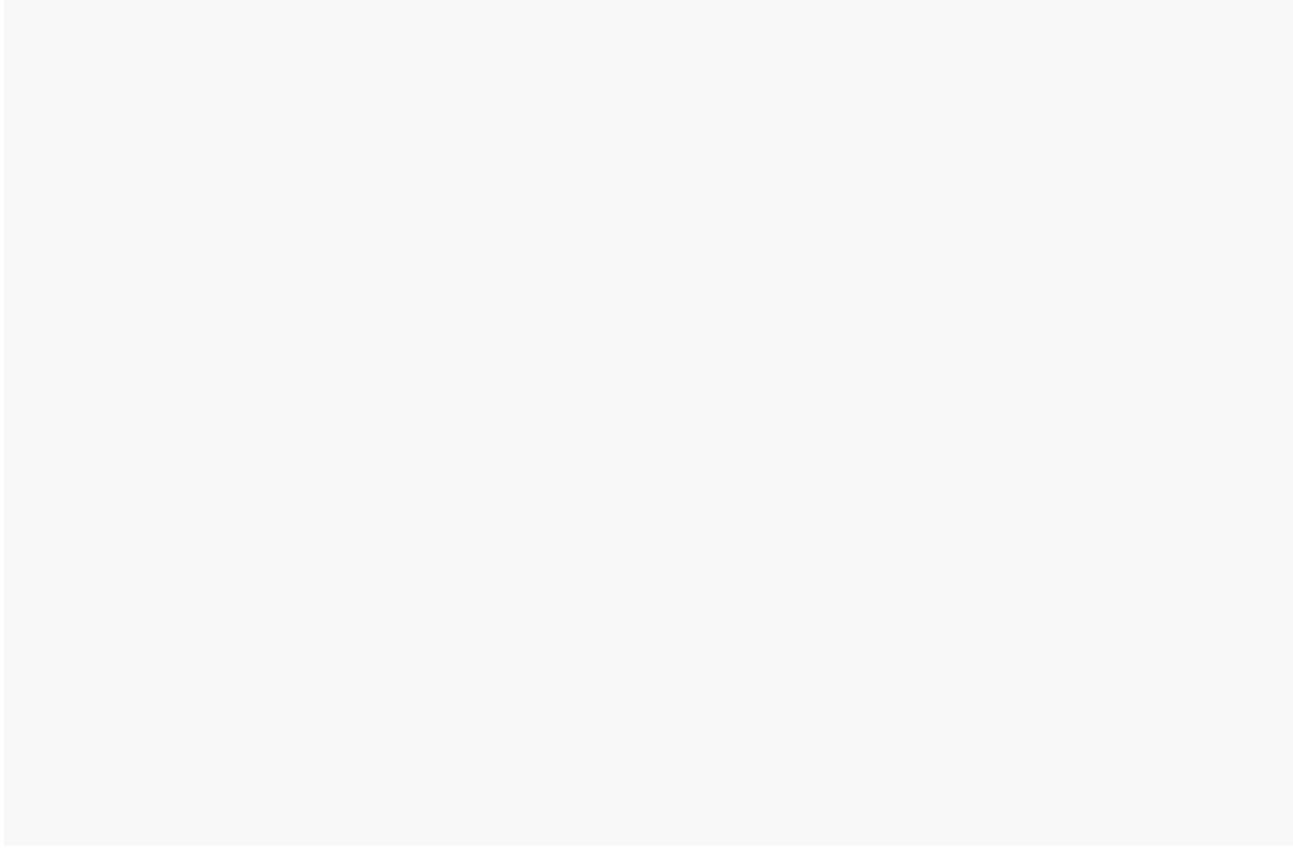
Tag Heuer ambassadors will join the more than 34,000 participants and 230,000 donors expected to support the 2018 Cycle for Survival events.

Participating Tag Heuer ambassadors include New England Patriots quarterback Tom Brady, actor Patrick Dempsey, U.S. men's national soccer team goalkeeper Tim Howard, professional racing driver Alexander Rossi and graffiti artist Alec Monopoly.

"Cancer has touched us all," Mr. Rossi said in a statement for Tag Heuer. "It's hard to know what to say or do anymore – whether it's offering prayers, giving hugs or donating to charities.

"But let's keep doing all those things," he said. "Cycle for Survival is a wonderful way to raise awareness for rare cancer research, and I'm proud to be an ambassador and a fundraiser."

Each ambassador will have a personalized fundraising Web site where supporters can make tax-deductible donations to Cycle for Survival. Tag Heuer will then match each donation made to its ambassadors' individual pages.



Thanks to @hank30nyr, TAG Heuer ambassador, for riding with us at the Times Square Takeover today! We're grateful to have @Tagheuer's support as the Official Timepiece and Official Timekeeper of #CycleforSurvival.

A post shared by Cycle for Survival (@cycleforsurvival) on Sep 27, 2017 at 7:59pm PDT

The ambassador who raises the most money by March 31 will be declared the winner of the Tag Heuer Cycle for Survival Fundraising Challenge.

For added incentive to give, those who donate will be eligible to win a Tag Heuer Cycle for Survival Connected Modular 45 watch.

Since its founding in 2007, Cycle for Survival has raised more than \$145 million and \$115 million in the past four years alone.

As of press time, Tag Heuer has raised \$11,728 toward its \$75,000 national fundraising goal. The donation pages can be found [here](#).

Cancer charities are common causes for brands to align with as the disease has impacted so many lives and families.

In September, department store chain Saks Fifth Avenue tapped the colorful geometric motifs of Italian knitwear brand Missoni for a charitable T-shirt.

Exclusive to Saks, the Missoni T-shirt's proceeds benefited The Women's Cancer Research Fund (WCRF), a program within the Breast Cancer Research Foundation. The charitable T-shirt was part of Saks' 19th annual Key To The Cure fundraising effort to fight against cancer ([see story](#)).