



Super star Game Changer Latin Artist J Balvin Joins TAG Heuer’s Family!



Together raising funds for Give To Colombia

Miami, FL – February 15, 2017 - The Avant-Garde Swiss luxury watchmaker TAG Heuer landed in Miami to announce its new ambassador, J Balvin, on Wednesday, February 15.

The capital of Latin American pop music was the perfect setup to introduce the Multi Latin Grammy Award Winner to a worldwide audience. Jean-Claude Biver, President of the LVMH Watch Division and CEO of TAG Heuer, hosted a press conference at the two-story penthouse at the Faena Hotel, the gem of Miami newest Art district.

#DontCrackUnderPressure is TAG Heuer’s state of mind. Alongside with Cristiano Ronaldo, Chris Hemsworth, David Guetta, Martin Garrix or Bella Hadid, **J Balvin the Colombian-born artist** does not crack under pressure and fully embodies TAG Heuer mindset. As he has shown when it comes to work with the super successful music producer Pharrell Williams to sing in Spanish in his latest single “Safari”. He didn’t crack under pressure either when he became the first Latin Urban artist to reach 1 billion views on YouTube with the release of “Ay Vamos” which

landed him three weeks at No.1 on Billboard Hot 100 chart and was a nominee for the 2016 American Music Awards as favorite Latin Artist.

“We’re thrilled to announce our new partnership with J Balvin. He’s a game changing artist and we look forward to build an exciting relationship with him throughout Latin America, one of our top markets and home to a savvy young audience of watch lovers,” **said Jean-Claude Biver CEO of TAG Heuer and President of the LVMH Watch Division.**

“I’m really thrilled about being named a TAG Heuer ambassador. I’ve had a lot of challenges to overcome in my career, so I completely identify with their mantra of ‘Don’t Crack Under Pressure’. I’ve also said that a central part of my style is to remain yourself, and since I have loved TAG Heuer watches for years, and worked with them previously in Colombia, I’m excited to partner with them on a new level and join the ranks of global brand ambassadors that I hold great respect for, like Cristiano Ronaldo and David Guetta” – **J Balvin**

After the press conference with master of ceremony Eglantina Zingg, the annual fundraising gala of Give To Colombia, a non-profit organization active in the fields of education, environment, health and economic development, took place at the Faena Theater.

Give To Colombia President and co-founder, Angela M. Tafur, alongside to J Balvin raffled a TAG Heuer Carrera Heuer-02 Tourbillon and a TAG Heuer CARRERA Calibre 9 raising the additional amount of \$25,000 for the foundation. J Balvin made an unforgettable performance for a select few.

TAG Heuer is currently the only watchmaker in the world with four different universes of communication: Art, Lifestyle, Sport and Heritage. Each one with ambassadors reflect brand’s values: teamwork, ambition and a taste for challenge. This drives TAG Heuer to push boundaries and achieve further excellence. TAG Heuer is proud to congratulate its new ambassador J Balvin who conveys the #DontCrackUnderpressure motto.

Download the hi res images [here](#)

Kathryn Stelmack PaulWilmotCommunications 581 Sixth Avenue, 2nd Floor New York, NY 10011 Tel. [212.206.7447](tel:212.206.7447) Fax.

[212.206.7557](tel:212.206.7557) kstelmack@paulwilmot.com www.paulwilmot.com