

## PRESS RELEASE

### **Luminox 'Never Give Up' Campaign - Luminox Bear Grylls NGU 3809 Limited Edition**

**Singapore, October 2020** - At the beginning of the year, Luminox announced its historical partnership with Bear Grylls, one of the world's most recognized face of survival and outdoor adventure, and launched the SEA and LAND Collections. Building upon that same partnership, Luminox unveils the special edition Luminox Bear Grylls NGU 3809 Series. This exclusive timepiece is worn by Bear himself throughout the Amazon Prime Video Original Series, 'World's Toughest Race: Eco-Challenge Fiji', which aired back in August.



Limited to only 30 units, Luminox Singapore is honoured to receive a piece. This exclusive limited edition watch is not for sale, and is only available through an auction on the Luminox Website ([www.luminox.com.sg](http://www.luminox.com.sg)).

In order to bring about awareness for the Luminox Bear Grylls BGU 3809, Luminox Singapore will launch a social media campaign on the theme of 'Never Give Up', which is also in line with Bear's personal motto. This campaign will feature a collaboration between Luminox Singapore and the Singapore Disability Sports Council (SDSC), where Luminox Singapore will interview para-athletes on their 'Never Give Up' attitude and inspirational stories. As such, the proceeds of the auction will be donated to the SDSC. This donation will go a long way to help the SDSC continue their programmes and services for para-athletes and inspire all to 'Never Give Up'

There will be a total of 4 para-athletes interviewed for the campaign; Kalai Vanen, a para-powerlifter that won Singapore's first medal in the 8<sup>th</sup> ASEAN Para Games in 2015; Muhamma Diroy Bin Noordin, who won a

Silver in Men's Shot Put F40/41 at the Tunis World Para Athletics Grand Prix in 2019; Nur Syahidah Alim, bagging a gold at the World Para Archery Championship in 2019, and is also the current reigning World Number 1 Para Archer; and Tay Wei Ming, who came in top 8 at the BWF Para Badminton World Championships in 2019. Together, they embody the spirit of 'Never Give Up' to overcome the challenges that they face in their sport and everyday life.

Luminox Bear Grylls NGU 3809 Limited Edition



Bear Grylls NGU 3809  
Starting Bid: SGD\$1,888

The 46mm watch case is made of ultralight, ultra-durable CARBONOX+™, and has an orange dial and orange rubber strap. Always visible in any conditions with Luminox Light Technology™ and water resistant up to 300m, this piece is up for any challenge.

### **About Bear Grylls**

Bear Grylls, has become known worldwide as one of the most-recognised faces of survival and outdoor adventure. The BAFTA award winning TV host began his journey in the British Special Forces (21 SAS) before becoming one of the youngest-ever climbers of Mount Everest.

Bear's motto is courage, kindness and Never Give Up!

### **About Singapore Disability Sports Council**

Catering to the needs of persons across a diverse range of disabilities, the SDSC - a non-governmental organisation and a charity - runs community, developmental and high performance programmes seven days a week, 365 days a year, to help people receive therapy and discover their talents through sports.

### **About Luminox**

Luminox, the original self-powered luminous watch brand, is the watch of choice for global outdoor adventure icon Bear Grylls, U.S. Navy SEALs, The Icelandic Association for Search and Rescue (ICE-SAR), Lockheed Martin's F-117 Nighthawk™ stealth and other jet fighter pilots, elite forces worldwide and professional divers. Luminox watches glow up to 25 years in any light condition. Always Visible, tough, powerful and accurate, Swiss-Made Luminox is the ultimate night vision gear for rugged outdoorsmen and other peak performers.

### **ALWAYS VISIBLE**

Navy SEALs, law enforcement, emergency personnel and more wear Luminox watches, and these professionals need to be able to see the time no matter the conditions. That's why Luminox uses tiny tritium gas tubes, which will provide illumination for up to 25 years. Unlike other luminosity systems, which depend on exterior light sources to charge luminous paint or a pushbutton to illuminate the watch, the luminosity is built right into Luminox watches, ensuring that you will always be able to see the time, no matter the conditions.

---

### **AVAILABILITY**

Luminox watches are available at Crystal Time Pavilion at VivoCity #01-K30, leading department stores (TANGS at Tang Plaza, Robinsons The Heeren, OG Orchard Point) and authorised watch retailers.

Crystal Time is the exclusive watch distributor for Luminox.

For further information and the list of authorised retailers, please call Crystal Time (S) Pte Ltd at

+65 6747 8888 or visit the website at [www.luminox.com.sg](http://www.luminox.com.sg)

**Facebook:** <https://www.facebook.com/LuminoxSingapore/>

**Instagram:** @LuminoxSG

---