



PRESS RELEASE

ROLEX LAUNCHES WORLDWIDE CALL FOR ENTRIES TO 2016 ENTERPRISE AWARDS

Ten prizes offered to applicants of all ages to mark programme's 40th anniversary

London, 18 November 2014 – Rolex today announced the opening of applications to the 2016 Rolex Awards for Enterprise, the 40th anniversary of the creation of this international philanthropic programme.

In 2016, to celebrate the initiative's four decades of existence, Rolex will offer five Laureate Awards and five Young Laureate Awards, asking an independent Jury of experts to choose 10 exceptional individuals who demonstrate that they have pioneering projects that will benefit the world.

The Jury will meet early in 2016. The Laureates will each receive 100,000 Swiss francs and the Young Laureates 50,000 Swiss francs each to advance their projects. They will also benefit from worldwide publicity and receive a Rolex chronometer.

"We look forward to receiving proposals that demonstrate the creative energy of those who have an exceptional spirit of enterprise and who want to change the world," said Rebecca Irvin, head of philanthropy at Rolex.

The Rolex Awards are open to anyone over 18 years of age, of any nationality, whose ground-breaking project is helping to expand the knowledge of our world and improve the quality of life on the planet. Projects are grouped broadly in the areas of science and health, applied technology, exploration and discovery, the environment, and cultural heritage.

In addition to demonstrating an exceptional spirit of enterprise, candidates must put forward projects that have a clear purpose, are original and have a significant impact.

Application procedure

Candidates for the Rolex Awards can submit their project ideas in a short online pre-application.

The deadline for pre-applications is 31 May 2015.

Only pre-applicants whose projects best meet the selection criteria will be chosen by Rolex for further consideration and will be invited to submit a full application.

Prospective entrants can apply online to the 2016 Rolex Awards at rolexawards.com, where they will find all relevant documents.

About the Awards

The Rolex Awards for Enterprise were created in 1976 to commemorate the 50th anniversary of the Rolex Oyster chronometer, the world's first waterproof watch. Since then, Rolex has granted 130 monetary Awards to individuals, implementing projects in more than 60 countries.

In 2009, Rolex launched a programme for Young Laureates, to fund young pioneers (ages 18-30) and their innovative projects. The programme rewards bright new ideas and encourages the next generation to meet the challenges of the future.

For further information, please visit: rolexawards.com/press or contact:

Anne-Sophie de Guigné
The Rolex Awards for Enterprise
P.O. Box 1311, 1211 Geneva 26, Switzerland
Tel. +41 22 302 2200, Tel. +41 22 302 7688 (direct)
anne-sophie.deguigne@rolex.com