
News Release

Contacts:

Mike Vietti, National World War I Museum, 816- 888-8122, mvietti@theworldwar.org

Adam Gebhardt, TIVOL, 816-751-0319, adam.gebhardt@tivol.com

Georgia Solomon, Bell & Ross, 203-604-6841, gsolomon@bellrossusa.com

National World War I Museum, TIVOL and Bell & Ross Announce Partnership to Showcase WWI-Inspired Timepieces; Proceeds to Benefit Museum

KANSAS CITY, Mo. (Sept. 3, 2014) – The National World War I Museum at Liberty Memorial, TIVOL and Bell & Ross announced a partnership to display World War I-inspired timepieces in conjunction with the commemoration of the centennial of the Great War with proceeds to benefit the Museum.

Bell & Ross, one of the world's preeminent timepiece manufacturers, is exhibiting its Vintage watch collection at the Museum. The watches, inspired by designs from the Great War, are available for purchase at TIVOL, Kansas City's premier jeweler. A percentage of the proceeds from sales of Bell & Ross watches at TIVOL will be donated to the Museum.

"As a non-profit organization, partnerships with internationally recognized organizations such as Bell & Ross and TIVOL are invaluable in advancing our mission," National World War I Museum President and CEO Dr. Matthew Naylor said. "Because of this collaboration, we will introduce the Museum to thousands of people across the globe as we continue to educate the public about World War I and its enduring impact on the world."

Bell & Ross watches in the Vintage collection are on display at the Museum and available for purchase at TIVOL, which has locations in Country Club Plaza in Kansas City and Hawthorne Plaza in Overland Park, Kan.

"It made perfect sense for TIVOL to connect the National World War I Museum with Bell & Ross, which has created a beautiful collection of historically inspired timepieces," TIVOL CEO Cathy Tivol said. "We are so pleased that our company – which itself was founded only a few years before the outbreak of World War I – could play a role in creating this partnership."

The Museum, which houses the most diverse collection of World War I artifacts in the world, installed the display in its store. Bell & Ross developed its WW1 collection based on the wristwatches tested by pilots in the late teens and early twenties and remained historically true in every attention to detail, including fitting the watches with grooved crowns similar to those pilots of the era could easily turn while wearing gloves as well as by adding domed crystals for an overall vintage effect.

"Bell & Ross is honored to be partnering with TIVOL to commemorate the centennial anniversary of the Great War at the National World War I Museum," Bell & Ross President of the Americas Stacie Orloff said. "We are privileged to have the opportunity to share our military inspired Vintage Collection inside the Museum's historical walls."

The Bell & Ross collection begins with the PW1, a nod to the pocket watch worn by French soldiers during the Great War and each watch carries Swiss movements fitted in large fob-watch type cases. The horns replicate wire handles originally soldered to the case, evoking the design of the first wristwatches. The watches come with a

variety of complications from which to choose: Grande Date, Reserve de Marche to the ultimate efficient function for any aviator of the day, the Monopoussoir Chronograph. This display of historically inspired watches from the Great War is also enhanced with other Bell & Ross aviation watches, including the iconic Bell & Ross BR 01 models.

The Bell & Ross watches will remain on display at the Museum through January 2015 and will be available for purchase at TIVOL.

About the National World War I Museum at Liberty Memorial

The National World War I Museum at Liberty Memorial is the only American museum solely dedicated to preserving the objects, history and personal experiences of a war whose impact still echoes in the world today. The National World War I Museum holds the most diverse collection of World War I objects and documents in the world and is the second-oldest public museum dedicated to preserving the objects, history and personal experiences of the war. The Museum takes visitors on an epic journey through a transformative period and shares deeply personal stories of courage, honor, patriotism and sacrifice. Designated by Congress as America's official World War I Museum and located in downtown Kansas City, Mo., the National World War I Museum inspires thought, dialogue and learning to make the experiences of the Great War era meaningful and relevant for present and future generations. To learn more, visit theworldwar.org.

About TIVOL

Established in 1910, TIVOL was founded in downtown Kansas City, MO, by immigrant Charles Tivol. Today, the company has locations on Kansas City's Country Club Plaza and within Hawthorne Plaza in Overland Park, KS and remains family owned. The iconic retailer provides an array of fine jewelry and timepieces to the Kansas City market and beyond, all while providing heroic, uncompromising customer service. The company is also known for its commitment to the community, as it is a regular supporter of dozens of local charities and arts organizations. TIVOL also enjoys a strong network of renowned designers and jewelry artisans as its partners—many of whom credit the company with helping them establish an industry name and reputation. For more information, visit www.tivol.com or become a Facebook fan at www.facebook.com/TivolKC.

About Bell and Ross

Founded by Bruno Belamich and Carlos Rosillo in 1992, this prestigious firm maintains its commitment to excellence by creating utilitarian timepieces with sleek design and timeless elegance. Inspired by the history of aviation and aeronautical instruments, Bell & Ross adheres to rigorous military specifications in creating, designing and manufacturing watches that boast perfect performance in extreme conditions. Always on the cutting edge, the company continues to pioneer in the use of the latest technologies and materials. This brand combines the talents of professional users, master watchmakers, designers and engineers to create its exceptional collections. Bell & Ross starts out from a basic principle: "Every detail has a specific purpose and function." The legibility, functionality water-resistance, precision and performance of each timepiece are guaranteed by impeccable Swiss manufacturing and strict quality controls implemented in the company's Chaux-de-Fonds workshop. The emblematic Bell & Ross watches are grouped into three collections: Aviation, Vintage and Marine. Today astronauts, fighter pilots, divers, landmine deactivation experts and elite police units choose Bell & Ross watches as a service instrument. Long years of use by military forces in air, land and sea missions, is an invaluable acknowledgement of their technical excellence and quality.

###