



VICTORINOX

PRESS RELEASE

June 2010

Victorinox Partners with the House of Fairy Tales to Launch their Family Project Initiative

Victorinox, the manufacturer of the Original Swiss Army Knife, has announced their latest initiative aimed at families who propose a valuable, innovative project that benefits their local community. The worthwhile project will see Victorinox donate **€10,000** to the winning family, allowing them to fund their proposed project and idea.

The contest is open to families in Switzerland, France, Spain, Italy, Germany, Austria, Belgium and the United Kingdom – one family in each country will be awarded funding. The contest runs from June 1, 2010 until January 31, 2011.

To launch this project in the UK Victorinox is partnering with The House Of Fairy Tales, the innovative family arts and education project founded by artist Gavin Turk. Families will have the opportunity to find out more during its Travelling Art Circus Tour of UK festivals throughout the summer.

The House Of Fairy Tales' Travelling Art Circus will be creating magical interactive experiences through theatre, story-telling, art and more at Glastonbury, Latitude, Port Eliot Festival and Camp Bestival.

At each festival, The House Of Fairy Tales will be searching on behalf of Victorinox for a 'Family With An Edge' and recruiting families to enter. Families with exciting ideas for unique projects designed to benefit their local community can access the entry form and terms at, <http://family.victorinox.com/>.

Families will also be invited to add Polaroid photographs and text to the Victorinox Family Album to create a playful document of the recruitment process.

Gavin Turk, Director of The House Of Fairy Tales comments; "At the House Of Fairy Tales we are always thinking of imaginative and creative ways to engage families with their community and the environment, so we are delighted to be part of the Victorinox visionary initiative to help fund exciting family projects with a conscience."

Victorinox will select families in which genuine togetherness manifests itself in joint collaborative action. A family unit which works together and plays as a team, in whatever form that family takes, is eligible to enter.

“As we experience every day at Victorinox, living in tandem with all the generations encourages traditional values in order to meet innovation requirements and experience to match spontaneity, which leads to new insights and understanding. And thus giving rise to discussions, conversations, dreams – and IDEAS,” said Victorinox AG President, Charles Elsener. “We want to recognize, applaud, and support these ever-evolving ideas that ultimately build and shape the communities around us in a positive way.”

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About Victorinox

Victorinox produces and sells unique, high quality products worldwide which are of practical use in differing areas of life: Swiss Army Knives, Cutlery, Timepieces, Travel Gear, Fashion and Fragrances. The head office of the company is in Ibach, Schwyz, in the heart of Switzerland. This is where the founder of the company Karl Elsener first set up his cutler’s business in 1884 and, a few years later, designed the legendary “Original Swiss Army Knife”.