



PRESS INFORMATION



OMEGA hosts a star-studded Bob Run in St. Moritz

February 2nd, 2019: An impressive line-up of local and international stars enjoyed the ultimate high-speed experience at OMEGA's Celebrity Bob Run in St. Moritz.

Bob is fast - and not for the faint-hearted, but OMEGA's celebrity guests were up for the challenge and enjoyed every pulse-racing moment as they sped down the 1,722m track in St. Moritz.

The high-profile line-up included: Italian fashion entrepreneur Chiara Ferragni; actor & director, Paul Wesley - 'Vampire Diaries' being his most well-known role; Spanish actor Miguel Bernardeau from the Netflix Series 'Elite' - and from Germany - TV host Thore Schölermann and his girlfriend Jana Julie Kilka, as well as model Franziska Knuppe. The home-grown contingent included actress Zoë Pastelle

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OMEGA is a company of the Swatch Group, the largest manufacturer and distributor of watches and jewellery in the world.

Holthuizen, model Steven Epprecht; and model and TV host Christa Rigozzi Marchese.

The celebrities, who were in the safe hands of bob professionals as they raced downhill, got to experience the ultimate adrenalin rush and a taste of Olympic Games glory as they crossed the finish line.

As Official Timekeeper of the Olympic Games and the International Bobsleigh and Skeleton Federation, OMEGA has recorded the speeds of top-level bob teams at multiple Winter Olympic Games and IBSF World Cup events. Though the pace was gentler for OMEGA's celebrity guests, the venue was world class. The prestigious Olympia Run was the Bob venue at the 1928 and 1948 Olympic Games. As well as being the oldest bob run in the world, Olympia in St. Moritz is the only run that is naturally refrigerated.



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