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PRESS :: For Immediate Release

THE ABINGDON CO. DIVES INTO CROWDFUNDING & SCUBA WATCHES WITH KICKSTARTER CAMPAIGN FOR ALL-NEW DIVE WATCH

Since 2007, The Abingdon Co. has been the premiere producer of pilot watches designed by female aviators. Each watch has been designed by women who fly, ensuring the timepieces provide as much functionality as they do fashion. The company was born as a result of the difficulty in finding a woman's aviation watch. Recognizing that women in the world of SCUBA face the same dilemma, the company is responding by producing its first in a line of ladies' dive watches.

The Abingdon Co. spent the past 2 years working with a group of female dive instructors and master divers to design the company's new line. The final result is a beautiful timepiece which features advanced components sought by women in the market for an impressive dive watch.

On November 18th, 2014, The Abingdon Co. is ready to make this new timepiece a reality, and is turning to Kickstarter.com to fund its production. Details and specifications for the first watch from the new line will be available at the launch of the Kickstarter campaign.

Founder and CEO, Chelsea "Abingdon" Welch, explains that the decision of turning to Kickstarter is central to the company's plans for future growth, stating:

"We're more than just a watch company, we're a community. We believe crowdfunding is a way our supporters can feel that they have a stake - not only in the product - but also in all that our company's success represents. This campaign will be a win for both women entrepreneurs and adventure enthusiasts alike.

"This Kickstarter campaign will play an important role in the company's goal of fostering strong ties among the powerful minority of women adventurers. We're looking forward to bringing women who SCUBA closer together in the same way that so many customers from our aviation line have become a community."

Interviews with Company Founder / CEO Abingdon Welch are welcome & available upon request. Campaign and brand images available by request.

The campaign is launching at 9:59pm PST on Tuesday, Nov. 18, 2014 and will run for 37 days. Links to the campaign will be available immediately upon its launch at TheAbingdonCo.com

The Abingdon Co produces high-end watches that marry function and fashion for women for an affordable price. For more information, visit: <http://theabingdonco.com>

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SOCIAL

Facebook: <https://www.facebook.com/AbingdonCo>
Twitter: @TheAbingdonCo #TheAbingdonCo
Tumblr: <http://abingdonwelch.tumblr.com/>

Key Facts

- The Abingdon Co. – www.TheAbingdonCo.com
- First aviation/traveler watch made exclusively for women
- Designed to combine feminine style with critical traveler's function
- Designed by a female pilot Chelsea "Abingdon" Welch who heads the company ensuring quality and philosophical values are never compromised
- Functions: watches include flight computer, Zulu/GMT time conversion, luminous hands, and anti glare sapphire crystals
- Currently three watch models, Amelia, Jackie, and Elise
- Company founded November 2007
- High Resolution images can be found on the About page of www.TheAbingdonCo.com/press