

THE ABINGDON CO. CELEBRATES 10 YEAR ANNIVERSARY WITH YEAR LONG CELEBRATION BEGINNING FEB. 3 – NEW ANNOUNCEMENT EACH MONTH



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What began as an answer to an industry dominated by men, Chelsea Abingdon Welch created the first female pilot watch designed by aviatrixes and launched Abingdon Watches on November 3, 2007. Now, celebrating its 10th year as a premium women's watch, The Abingdon Co. company has expanded its products to provide durable and fashionable timepieces for women in scuba diving, travel, military, law enforcement, tactical, automotive, and the outdoors industries.

Beginning February 3, 2017, The Abingdon Co. will announce a new promotion for the full month along with the story of the first year of business for the company.

March 3, 2017 will cover the second year of business for The Abingdon Co. and will feature the next promotion. April 3, 2017 will cover the second year of business for The Abingdon Co. and will feature the next promotion. And so on...

With a full year of celebration, November 3, 2017 will culminate the 10th year anniversary with a very special announcement.

"I am humbled at the reception I have received through the years from fans and customers about our watches," says Crew Member in Chief, Abingdon Welch. "Keeping the quality high, the price reasonable, and always listening to our customers have kept this company growing from a one person, two watch, garage operation to an eight person, 36 watch, multi state operation. The Abingdon Crew continues to work hard at customer service because that is the most important. Without customer service, we would not be as successful as we are today."

The focus of each month's announcement will highlight the company's core values: Female Empowerment, Quality Products, and Customer Service.

2017 is gearing up to be the company's biggest year yet. With 27 trade shows scheduled, and new retailers signing up to carry the line, Welch expects to double its best year in revenue. With the expected growth, new styles for the tactical and dive industries can be put into production and new Crew Members can be brought on to help service current and past customers.

"Watch out" for a new announcement each month and follow The Abingdon Co. through its 10 years of growth. It's been a wild ride and is about to get wilder.

Interviews with Company Founder / Crew Member in Chief, Abingdon Welch are welcome & available upon request.

Campaign and brand Images available by request.

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

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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 five watch models, Amelia, Jackie, Marina, Katherine, and Elise
- Company founded November 2007
- High Resolution images can be found on the About page of www.TheAbingdonCo.com/press