

# APOLLO

## **BULOVA'S FIRST-EVER SPECIAL EDITION APOLLO THEATER TIMEPIECES ARE NOW AVAILABLE FOR PRE-ORDER**

**Harlem, NY** (July 20, 2022) – Apollo and Bulova are pleased to **premiere the first-ever Apollo Theater timepieces** reflecting the show stopping style, bold originality, and essence of the iconic institution. The special edition timepieces are now available for pre-order at [www.bulova.com](http://www.bulova.com)



The new special edition Apollo Theater timepieces features Bulova's Millennia collection silhouette with an all-stainless-steel case and matching bracelet. Boasting a sleek edge to edge crystal, the dial features an applique reflecting the text of the iconic Apollo marquee with red outlines representing the bright red lights of the sign. The case back is specially marked with an "A" and the Apollo Theater's name and neighborhood. The watches are offered in two sizes, 43mm or 32mm, and come in special packaging. Both timepieces priced at \$495, are available to purchase at [www.bulova.com/explore-apollo-theater/](http://www.bulova.com/explore-apollo-theater/).

"We hope to inspire consumers of all generations to wear a watch that represents the cultural and social message of the Apollo Theater," said Jeffrey Cohen, President of Citizen Watch America.

The two New York heritage brands announced the collaboration last Spring exemplifying their "Bold at Heart" spirits and ongoing pursuit to bring people together through music and performance art. The partnership was celebrated at the Apollo's Spring Benefit, the historic Theater's largest annual fundraising event.

"It was wonderful to see Benefit attendees excitedly engaging with the timepiece. It has been an honor to partner with Bulova to create a physical manifestation of the spirit of our world-renowned institution. We are looking forward to sharing it with everyone this summer," said Apollo Theater CEO & President Jonelle Procope.

To learn more about Bulova's longstanding commitment to music and this legendary partnership with the Apollo Theater, please visit <https://www.bulova.com/explore-apollo-theater/>.

### **About Bulova**

Founded by Joseph Bulova in 1875, Bulova remains an iconic brand at the forefront of today's timepiece industry - forever pursuing a profound history of firsts.



Headquartered in New York City, with eight international offices and distribution in 65 markets, Bulova's distinguished portfolio includes Bulova, Caravelle, Wittnauer watches, Frank Lloyd Wright® Collection watches and clocks, and Bulova Clocks. Today, Bulova is driven by the same principles of craftsmanship, innovation and technology that inspired their founder more than 140 years ago. Committed to advancing the art of watchmaking with extraordinary design, exclusive high-performance technology and enduring quality that upholds a tradition of excellence and meets the needs of today's global consumer. For more information, visit [www.bulova.com](http://www.bulova.com).

### **About the Apollo Theater**

The legendary Apollo Theater—the soul of American culture—plays a vital role in cultivating emerging artists and launching legends. Since its founding, the Apollo has served as a center of innovation and a creative catalyst for Harlem, the city of New York, and the world.

With music at its core, the Apollo's programming extends to dance, theater, spoken word, and more. This includes the world premiere of the theatrical adaptation of Ta-Nehisi Coates's *Between the World and Me* and the New York premiere of the opera *We Shall Not Be Moved*; special programs such as the blockbuster concert *Bruno Mars Live at the Apollo; 100: The Apollo Celebrates Ella*; and the annual *Africa Now!* Festival. The non-profit Apollo Theater is a performing arts presenter, commissioner, and collaborator that also produces festivals and large-scale dance and musical works organized around a set of core initiatives that celebrate and extend the Apollo's legacy through a contemporary lens, including the *Women of the World (WOW)* Festival as well as other multidisciplinary collaborations with partner organizations.

Since introducing the first *Amateur Night* contests in 1934, the Apollo has served as a testing ground for new artists working across a variety of art forms and has ushered in many new musical genres—including jazz, swing, bebop, R&B, gospel, blues, soul, and hip-hop. Among the countless legendary performers who launched their careers at the Apollo are Ella Fitzgerald, Sarah Vaughan, Billie Holiday, James Brown, Stevie Wonder, Gladys Knight, Luther Vandross, H.E.R., D'Angelo, Lauryn Hill, Machine Gun Kelly, and Miri Ben Ari; and the Apollo's forward-looking artistic vision continues to build on this legacy. For more information about the Apollo, visit [www.apollotheater.org](http://www.apollotheater.org).

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