



Formula One from Behind The Scenes

Schumacher Tops the Bill at inaugural Zoom Auction

Seven-time World Champion's photograph tops the bill as nearly £13,000 is raised for Great Ormond Street Hospital

London, 4th October 2012: Seven-time World Champion and Mercedes AMG Petronas F1 driver Michael Schumacher's unique 'From the cockpit at Suzuka' photograph topped the bill at the recent inaugural Zoom Auction in London as it contributed to the overall £12,770 collected for the renowned Great Ormond Street Hospital Children's Charity (GOSHCC).

Zoom is an innovative new project in aid of GOSHCC, which involves leading names from the world of Formula One putting their photography skills put to the test. The drivers and team principals of every F1 team were asked to take a photograph of their chosen subject – the incredible range of 49 photographs on show at the auction demonstrates the extraordinary personalities and passions unique F1.

Schumacher's self-titled 'the office' photograph, which fetched £2,500 under the hammer, was just one of many incredible images on display at the launch event on Friday 14 September at the exclusive Wyndham Grand London Chelsea Harbour. A sizeable crowd of 200 motor racing and auction enthusiasts took part in the auction, which also saw the likes of Sebastian Vettel's 'The Red Wall Mountain', Fernando Alonso's 'Felipe Massa in the snow' and Damon Hill's 'Surfers at Dusk' images collect impressive sums for GOSHCC.

Eddie Jordan said: "Sports people generally like supporting charities, one in particular - Great Ormond Street Hospital Children's Charity. It has been a privilege and pleasure to host the Zoom auction, raising much needed funds for this worthwhile cause."

Michael Schumacher said: "I am delighted that my 'the office' photograph fetched so much for this very worthwhile cause. The image encapsulates F1 for me; the cockpit is where I feel completely at home and everything else is second nature. Great Ormond Street Children's Charity has a strong link to our sport and I was glad to be able to support them through the Zoom auction."

Antonia Dalmahoy, Director of Corporate Partnerships at Great Ormond Street Hospital Children's Charity, said: "We were delighted by the success of the inaugural Zoom auction. We are incredibly grateful to have received a fantastic £12,770 donation to Great Ormond Street Hospital Children's Charity, which will help fund a new Surgery Centre at Great Ormond Street Hospital, due to open in 2016. The Centre will provide the surgical teams at Great Ormond Street Hospital with the world-class facilities they need to treat some of the UK's sickest children. We would like to thank everybody from the F1 community who took a photograph and everybody who generously bid in the auction. The images auctioned give real insight into the personalities of drivers, principals and others involved in F1."

F1 collectors who missed out on the chance to win one of the lots in the auction can still take home a souvenir following the launch of the official book of the project. Zoom: Through the Eyes of Formula 1, is published by Dennis Publishing and will be released later this month. Pre-orders can be made at <http://shop.instant-shop.com/Octaneshop/product5260536catno50536.html>

Fans also have a chance to purchase a limited edition framed print of any one of the 50 photographs at Memento Exclusives: www.mementoexclusives.com with images priced at £35.99.

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NOTES TO EDITORS

About Zoom



PR&Marketing

Zoom is a new initiative from Money Sport Media, the publisher of the annual trade guide to F1, Formula Money (www.formulamoney.com), and specialist communications and marketing agency, Influence (www.influenceltd.com). The beneficiary of the project is Great Ormond Street Hospital Children's Charity.

The Zoom auction includes images taken by some of F1's biggest names including:

Jaime Alguersuari, Fernando Alonso, John Booth, Eric Boullier, Ross Brawn, Sebastien Buemi, Jenson Button, Karun Chandhok, Jerome D'Ambrosio, Stefano Domenicali, Tony Fernandes, Timo Glock, Romain Grosjean, Lewis Hamilton, Damon Hill, Christian Horner, Nico Hülkenberg, Narain Karthikeyan, Kamui Kobayashi, Heikki Kovalainen, Vitantonio Liuzzi, Pastor Maldonado, Vijay Mallya, Felipe Massa, Adrian Newey, Sergio Pérez, Luis Perez-Sala, Vitaly Petrov, Charles Pic, Kimi Räikkönen, Paul Di Resta, Daniel Ricciardo, Pedro de la Rosa, Nico Rosberg, Peter Sauber, Michael Schumacher, Bruno Senna, Adrian Sutil, Franz Tost, Jarno Trulli, Jean-Éric Vergne, Sebastian Vettel, Mark Webber, Martin Whitmarsh, Sir Frank Williams.

www.zoom-auction.com

About Great Ormond Street Hospital

Great Ormond Street Hospital for Children NHS Foundation Trust is the country's leading centre for treating sick children, with the widest range of specialists under one roof. With the UCL Institute of Child Health, we are the largest centre for paediatric research outside North America and play a key role in training children's health specialists for the future.

About Great Ormond Street Hospital Children's Charity

The charity needs to raise £50 million every year to help rebuild and refurbish Great Ormond Street Hospital, buy vital equipment and fund pioneering research. With your help we provide world class care to our very ill children and their families. www.gosh.org

About Influence

Influence is a specialist communications and marketing agency with a prestigious international client base. The agency excels in strategic PR and Communications across the automotive, corporate, environmental and sporting sectors and in Sponsorship Sales & Activation particularly in Formula One, sailing and cycling. With over 50 years experience at the highest level, the team is well versed in running the marcomms operations for some of the most famous brands and rights holders in the world.

www.influenceltd.com

About Money Sport Media

Money Sport Media is the publisher of Formula Money, the annual data report on the business of F1 containing 220 A4 pages with more than 300 tables. These uncover every aspect of the sport's finances from a valuation of each current team sponsorship deal to the typical budget for a Grand Prix. The company also provides consultancy services for numerous parties within the sport such as circuits, sponsors and investors.

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