



ZOOM F1 CHARITY AUCTION RAISES OVER £20,500 FOR GREAT ORMOND STREET HOSPITAL

- OVER £20,000 RAISED FOR CHILDREN'S CHARITY
- BERNIE ECCLESTONE IMAGE ATTRACTS HIGHEST BID
- GERI HALLIWELL'S 'SELFIE' SELLS FOR £800

LONDON, 20TH JANUARY 2015 - Stars of Formula 1 and the rich and famous gathered together on Friday 16th January for the 3rd annual Zoom Charity Gala Auction at London's InterContinental Park Lane Hotel. The auction raised over £20,000 for Great Ormond Street Hospital Children's Charity.

F1's drivers, team principals and well-known faces within the world of motor racing, including **Lewis Hamilton, Jenson Button and Sebastian Vettel**, each took photographs for the initiative. A selection of the photos, along with four **Nikon COOLPIX S9700** cameras signed by world champions, were auctioned off on Friday evening by Chris Routledge of **COYS**.

Some of the biggest sellers from the evening were photographs submitted by F1 boss **Bernie Ecclestone** (sold for £2,400), former Marussia CEO **Graeme Lowdon** (sold for £1,400), double world champion **Fernando Alonso** (sold for £1,100) and 1996 champion **Damon Hill** (sold for £900).

Some of the most notable faces within F1 were in attendance on Friday evening, including **Bernie Ecclestone, Adrian Newey, Max Mosley, Eric Boullier** and **Claire Williams**. **Geri Halliwell**, whose romantic black and white 'selfie' with her fiancé **Christian Horner** sold for £800, led the celebrity contingent with **Adrian Smith** from **Iron Maiden**, **Scott Gorham** from **Thin Lizzy** and **Stephanie Powers**. The evening was hosted by the BBC's F1 presenter **Suzi Perry**.

Guests were treated to a champagne and canapé reception, which also included a chance to be the first in the UK to taste the new luxury beverage on the market called '**The Neuschwansteiner Edelmärzen**' by Bavarian lifestyle brand **The world of Neuschwansteiner**.

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Christian Sylt, co-founder of **Zoom**, says "I would like to thank everyone who made **Zoom 2015** possible: all our partners, the guests at the auction, and also everyone who took a photograph for the initiative, including the drivers, teams and **Bernie Ecclestone** who have given their continuing support to **Zoom**. We're delighted to have raised money for **Great Ormond Street Hospital Children's Charity** for the third year in a row."

There is still a chance to own a unique photograph taken by one of the stars of F1. Half of the 50 images are still to be auctioned along with a selection of **Nikon** cameras signed by some great names from F1 history. The online auction of these items begins on Wednesday at www.coys-zoom.co.uk

For more information about the event or imagery please contact:

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About Zoom

Zoom in association with Nikon is an initiative from Money Sport Media, the publisher of the annual trade guide to F1, Formula Money (formulamoney.com). The beneficiary of the project is Great Ormond Street Hospital Children's Charity and the first event took place in September 2012.

www.zoom-auction.com

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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

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About Money Sport Media

Money Sport Media is the publisher of Formula Money the 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.

About event sponsors Nikon:

Through its award-winning product line-up, including entry-level and professional digital SLR cameras, advanced compact interchangeable lens cameras (A-CIL), interchangeable NIKKOR lenses and the COOLPIX range, Nikon regularly raises the standard in product design and performance. With over 90 years of engineering expertise, it is no wonder that Nikon is the top choice for photographers around the world.

In 2014 Nikon celebrated a number of key milestones in the lens category – the 55th anniversary of its legendary F-mount SLR lens-mounting system, making it the only manufacturer to sustain its original lens mount for such a long period, and has recently exceeded production of over 90 million NIKKOR lenses. Both highlight Nikon's dedication to producing quality and functional products that can be used by photographers for years to come.

www.nikon.co.uk

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