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Circuit of the Americas becomes Official Grand Prix Partner of Zoom

Tuesday 13th January 2015

Zoom, the annual charity auction of photographs taken by the stars of Formula 1, is pleased to announce Circuit of the Americas (COTA) as the Official Grand Prix Partner of its 2015 event.

As the host of the Formula 1 United States Grand Prix since 2012, COTA is one of the most prestigious venues on the F1 calendar. Through supporting the Zoom initiative in aid of Great Ormond Street Hospital Children's Charity, COTA is putting itself at the heart of a good cause that unites the biggest names in the sport.

Throughout a memorable and tense 2014 season, F1's drivers and team principals were each asked to take a snapshot of their world. These photographs – all exclusively signed by the participants – will be auctioned during a star-studded gala event at London's InterContinental Park Lane on Friday 16 January.

The images cover subjects as diverse as Jenson Button's view of his 'office' to Toto Wolff's on-the-grid selfie in Bahrain and the unusual art occupying Bernie Ecclestone's back garden.

In addition to these original photographs, the lots will include nine COOLPIX S9700 cameras donated by the event sponsors Nikon. Each has been signed by a legendary Formula 1 World Champion, including one from COTA official ambassador Mario Andretti.

Christian Sylt, co-founder of Zoom, said: "We are delighted that COTA has chosen to support Zoom. It is a very worthy cause at the heart of Formula 1 and COTA is the perfect Grand Prix partner to make our event an even bigger success than in previous years."

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Please find below two photographs for media use:

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1. COTA ambassador Mario Andretti signing a Nikon COOLPIX S9700 camera for the 2015 Zoom auction.



2. The photograph taken by Mexican driver Sergio Pérez for Zoom 2015. Sergio describes the photo: "My dog, Canelo, watching one of my brother's Nascar races with me. A true fan of motorsport!"



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 (www.formulamoney.com). The beneficiary of the project is Great Ormond Street Hospital Children's Charity and the first event took place in September 2012.

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www.zoom-auction.com @ZoomAuction

About Circuit of the Americas

Circuit of The Americas in Austin, Texas, is the only purpose-built Grand Prix facility in the United States designed for all classes of racing. The 3.4-mile racetrack hosts the world’s most prestigious sporting events, including Formula 1, MotoGP, Lone Star Le Mans and ESPN’s X Games. The 1,500-acre campus is also home of the Austin360 Amphitheater — PollStar’s 2013 “Best New Major Concert Venue” and a 2014 “Best Major Outdoor Concert Venue” nominee — impressive meeting and hospitality spaces, and a 25-story observation tower that offers panoramic views of the circuit and downtown Austin. For more information and downloadable video and photos, visit www.CircuitofTheAmericas.com and www.Austin360Amphitheater.com. Follow COTA on Facebook at www.facebook.com/CircuitofTheAmericas and Twitter @circuitamericas and @COTAMedia. For an experience as unique as Austin and a rush you’ll never forget, visit Circuit of The Americas, where exhilaration happens.

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