



## THE WORLD OF NEUSCHWANSTEINER PARTNERS WITH ZOOM TO SUPPORT ANNUAL CHARITY PHOTOGRAPHIC AUCTION

- THE WORLD OF NEUSCHWANSTEINER PREMIERES NEW LUXURY BEVERAGE
- NEW PREMIUM BEER: THE NEUSCHWANSTEINER EDELMÄRZEN

**LONDON, 13TH JANUARY 2015 – The world of Neuschwansteiner** will premiere their new luxury lifestyle beverage ‘The Neuschwansteiner Edelmärzen’ in the UK at the annual Zoom Charity Photographic Gala Auction at the InterContinental Park Lane, Friday 16th January 2015.

Founded by entrepreneur and experienced investor **Christian Seitz**, **The world of Neuschwansteiner** is an international lifestyle brand based in Schwangau, Bavaria, nearby the majestic surroundings of the Neuschwanstein Castle.

Brewed in this remarkable setting, The Neuschwansteiner Edelmärzen, keeps to the heritage of the area; based on a traditional recipe for March beer it is refined through a unique brewing process, the so-called Methode Royale. This three-staged brewing process gives The Neuschwansteiner Edelmärzen its sensational taste and its unique amber colour. The Neuschwansteiner Edelmärzen is available in selected high-end restaurants and hotels in Europe, the Middle East and China and it can also be found at exclusive events.

**Christian Seitz, founder of The world of Neuschwansteiner**, says: “Zoom is a fantastic initiative. At The world of Neuschwansteiner we are deeply committed to corporate responsibility. By partnering with Zoom for their annual photographic auction we can achieve this, whilst raising awareness and valuable funds for the **Great Ormond Street Hospital Children’s Charity** - a great cause, that does very important work.”

The annual event raises money for the hospital by auctioning signed photographs taken by Formula 1’s drivers, team principals and other personalities connected to the sport. Zoom is the only auction of its kind and each photograph gives a snapshot of the world of the leading figures in the sport.

**H.R.H. Prince Leopold of Bavaria**, Ambassador of **The world of Neuschwansteiner**, will take his own photograph of the upcoming Zoom gala event using a COOLPIX S9700 camera

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provided by event partner, **Nikon**. This image will be included in this year's edition of the official Zoom book. He says "I feel honoured to have been invited as Ambassador of **The world of Neuschwansteiner** to participate with my own Zoom photo alongside all F1 drivers and team principals. We very much look forward to the prestigious auction event in London on January 16th – raising much needed funds for a worthy cause."

**Christian Sylt**, co-founder of **Zoom**, says: "We are delighted to welcome **The world of Neuschwansteiner** on board as a partner of Zoom 2015. We're looking forward to our exciting star-studded event on Friday and I'm eager to see what **H.R.H. Prince Leopold** photographs."

For more information about the event or imagery please contact:

Aimee Peake – [aimee.peake@outside-org.co.uk](mailto:aimee.peake@outside-org.co.uk)

David Lim – [david.lim@outside-org.co.uk](mailto:david.lim@outside-org.co.uk)

Gesa Prüne – [press@neuschwansteiner.com](mailto:press@neuschwansteiner.com)

### 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](http://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](http://www.zoom-auction.com)

[@ZoomAuction](#)

### 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](http://www.gosh.org)

### About Money Sport Media

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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 The world of Neuschwansteiner

The world of Neuschwansteiner is an international lifestyle brand based in Schwangau, Bavaria, close to the Neuschwanstein Castle, and was founded by Christian Seitz, a serial entrepreneur and experienced investor, in 2010. In 2014, they introduced a new luxury lifestyle beverage: The Neuschwansteiner Edelmärzen.

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