



Zoom announces new partnership as top drivers sign up

*Unique copy of official Zoom book being autographed by all contributors in aid of
Great Ormond Street Hospital Children's Charity*

The Zoom charity auction in aid of Great Ormond Street Hospital Children's Charity (GOSHCC) has been boosted by a double show of support to start off the new Formula One season. Some of F1's biggest names have given their time over the first few races to sign a special edition of the official book of the initiative, while Zoom is also pleased to announce a new partnership with Bahrain International Circuit.

The book, entitled **Zoom: Through the Eyes of Formula 1**, contains photographs taken last year by every Formula One driver and team boss and sold at auction in September. One copy is being signed by all of the contributors and will be auctioned in aid of GOSHCC later in 2013. Lewis Hamilton, Fernando Alonso, Kimi Räikkönen and Jenson Button were among the latest personalities to add their signatures.

In a further positive step, Bahrain International Circuit (BIC) has come on board as a premium partner of Zoom. Shaikh Salman bin Isa Al Khalifa, chief executive of BIC, said: "The Bahrain International Circuit is proud to be associated with the Zoom auction as it is in aid of a wonderful cause which is close to the heart of Formula One. We're looking forward to working together and building on the success of the first event."

BIC, which has been a Grand Prix host since 2004, will be supporting Zoom throughout a busy year which will include the second Zoom photo auction as well as the signings of the special edition of the book.

It is the first ever book of photographs taken by the stars of a sport. The images lift the lid on the private lives of the world's most famous racing drivers and include Lewis Hamilton's 'driver's eye' view from the cockpit of his car at the pits at Spa-Francorchamps and Sebastian Vettel's favourite Alpine scene. Other notable personalities who provided photographs include Formula One Group chief executive Bernie Ecclestone, who last October became the first person to add his autograph to the special edition of the book.

Zoom is a unique concept that has never been done before in F1 or any other sport. The drivers and team principals of every F1 team were asked to take a photograph of their chosen subject and those images were auctioned by Coys (www.coys.co.uk) in aid of GOSHCC online and at a star-studded live auction. Michael Schumacher's view from the driving seat of his Mercedes was the most sought after photograph and fetched £2,500 under the hammer.

The 104-page hardback book of the auction is published by Dennis Publishing (www.dennis.co.uk). The standard edition retails at £20, but for the most discerning F1 collectors there is also a limited edition of just 250 copies, with a leather cover and slipcase, priced at £75. Dennis Publishing is one of the world's fastest-growing independently owned media companies and publishes over 70 magazines, digital magazines, Magbooks, websites, apps and mobile sites.

For an image of representatives of the Bahrain International Circuit with the official Zoom book:
<http://www.flickr.com/photos/zoomauction/8671365440/>

For images of the driver book signings:
<http://www.flickr.com/photos/zoomauction/sets/72157633250155182/>

To purchase the official book of Zoom:
<http://shop.instant-shop.com/Octaneshop/category50536.html>
The book is also available through UK major retailers and specialist motoring booksellers around the world.



NOTES TO EDITORS

About Zoom

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

Zoom 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.influencesports.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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