



STARS OF FORMULA 1 GET BEHIND THE CAMERA TO SUPPORT ZOOM'S ANNUAL PHOTOGRAPHIC AUCTION On January 16th 2015

- PRESTIGIOUS EVENT RETURNS FOR THE THIRD YEAR RUNNING
- SIGNED PHOTOGRAPHS AND NIKON CAMERAS TO BE AUCTIONED
- IN AID OF GREAT ORMOND STREET HOSPITAL CHILDREN'S CHARITY

LONDON, 9TH DECEMBER 2014 – Formula 1's drivers, team principals and its boss **Bernie Ecclestone** have joined together in their support of the 2015 annual Zoom charity auction. The event, held in association with Nikon, is the third running of the event in aid of Great Ormond Street Hospital Children's Charity.

Throughout a memorable and tense 2014 season, the stars of the sport were each asked to take a photograph that represented a snapshot of their world. The results – all exclusively signed by the participants – will be auctioned by Coys (www.coys.co.uk) during a star-studded gala evening at London's Intercontinental Park Lane on Friday 16 January.

The Zoom initiative, which benefits **Great Ormond Street Hospital Children's Charity**, gives fans a unique insight into the lives of those most closely involved in the sport.

All F1's drivers and team principals have taken part including leading figures from **Lewis Hamilton** and **Nico Rosberg** to **Adrian Newey** and **Christian Horner**. The result is a set of stunning images, covering 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, bidders will find nine Nikon COOLPIX S9700 cameras amongst the lots donated by the event sponsors Nikon, each signed by a legendary Formula 1 World Champion including **Niki Lauda**, **Jacques Villeneuve**, **Mario Andretti** and **Sir Jackie Stewart**.

Suzi Perry will return to host this year's Zoom auction. As the face of the BBC's Formula 1 coverage, **Suzi** is regularly pit side interviewing the biggest names in the sport and was recently praised for her work as 'impossible to fault'. **Suzi** said: "I'm delighted to be back for a second year. This is an amazing event, an opportunity to buy one off pieces signed by racing heroes, whilst raising money for such a great cause."

Christian Sylt, co-founder of Zoom, said: "Once again we would like to thank the teams and





drivers, **Bernie Ecclestone**, the other participants and all our partners for their support. We are looking forward to building on the success of the two previous events to raise more money for **Great Ormond Street Hospital Children's Charity** through the auction of these unique images and the cameras which Nikon has kindly donated."

Jeremy Gilbert, Group Marketing Manager at Nikon UK, said: "We're delighted to be supporting the Zoom initiative for another year. It's a fantastic project that both raises money for an incredibly worthy charity and opens up the world of Formula 1 to fans through imagery, offering an exclusive perspective of the sport with behind the scenes images."

Olivia Jary, Head of Business Development at Great Ormond Street Hospital Children's Charity said: "We're delighted to be working with Zoom again this year on this exciting project, which brings together our supporters in the F1 community. The money raised will make a real difference to patients and families from across the UK. We'd like to thank Zoom and the F1 community for their continued support and generosity."

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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 (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.

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

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

