



## **Circuit of The Americas hosts 2018 ZOOM auction of photos from the stars of F1**

- *ZOOM photos will be displayed at the famous circuit during the Formula 1 Pirelli 2018 United States Grand Prix weekend*
- *A total of 20 photos will be exhibited including images taken by championship rivals Lewis Hamilton and Sebastian Vettel*
- *The auction, which will benefit the Dell Children's Medical Center, will take place online so anyone anywhere in the world can bid*

*Friday 19th October 2018*

**ZOOM** is pleased to announce that Circuit of The Americas (COTA) will be the host of its 2018 auction of signed photographs taken by the stars of Formula 1.

Twenty photographs from the 2018 **ZOOM** line-up have been selected by COTA to be displayed in the circuit's Grand Plaza throughout the United States Grand Prix weekend. However, the auction is not only restricted to the lucky spectators at the track as fans all over the world will be able to join in the bidding online.

COTA has been the official Grand Prix Partner of **ZOOM** since 2015, but this is the first time that it will also host the auction, which is now in its sixth year. Fans will be able to bid via Bidding for Good from 9am on October 18th until 12pm on October 22<sup>nd</sup> with the money raised going to Dell Children's Medical Center.

**ZOOM** is the only auction of signed photos taken by the stars of any sport. It gives fans a glimpse behind the scenes at the track and reveals how F1's superstars enjoy themselves away from it. The photos are like personal postcards from the sport's biggest names and they come from all over the globe.

Images in this year's line-up include Lewis Hamilton's atmospheric monochrome of the inside of the Mercedes trophy room, Sergio Pérez's super-cute snap of his dog Pancho, and the daredevil pair of images from Red Bull's Daniel Ricciardo and Max Verstappen, taken high above the Austrian Alps from twin Red Bull vintage planes.

Susan Hewlitt, Executive Director from Dell Children's Foundation, said: "We are so honored to be the beneficiary of the **ZOOM** Grand Prix Photo Auction and are proud to be partnered with the great work being done by Circuit of the Americas."

Caroline Reid, co-founder of **ZOOM**, said: "We are delighted that we were asked by COTA to host this year's ZOOM auction during the United States Grand Prix race weekend and we're proud to be supporting a cause as worthy as the Dell Children's Hospital Foundation. ZOOM isn't just about the photos and it's very important to us to be able to make a difference to the lives of sick children. We want to thank not only COTA for their continuing support, but also the teams and drivers as well all our partners and everyone else who has made this possible."



To bid in the 2018 ZOOM auction please visit the following link:  
<https://www.biddingforgood.com/auction/item/browse.action?auctionId=341690191>

**For further information:**

To download the ZOOM images from Lewis Hamilton, Daniel Ricciardo, Max Verstappen and Sergio Pérez, please visit the following link:  
<https://www.flickr.com/photos/zoomauction/albums/72157672475845977>

For further information on COTA, please contact Tom Conney at  
[tom.cooney@khpconsulting.com](mailto:tom.cooney@khpconsulting.com)

For further information on ZOOM, please visit [www.zoom-f1.com](http://www.zoom-f1.com) or contact Caroline Reid at  
[caroline@zoom-auction.com](mailto:caroline@zoom-auction.com)

**Photo captions:**

LEWIS HAMILTON "The best part of a factory tour ... showing your friend the team's silverware."

DANIEL RICCIARDO "An amazing flight through the Austrian mountains from Hangar 7 to Spielberg, ahead of our home race at the Red Bull Ring."

MAX VERSTAPPEN "A special way to arrive at the Red Bull Ring for the 2017 Austrian GP, awesome views and vintage planes."

SERGIO PÉREZ "I'm pleased to introduce the latest member of my family – Pancho. He's a young puppy who is full of mischief! I took this photo when he was four months old."

**About ZOOM**

ZOOM is an initiative from Money Sport Media, the publisher of Formula 1 business data guide, Formula Money ([www.formulamoney.com](http://www.formulamoney.com)). Now in its sixth year ZOOM is the only auction of signed photographs taken by the stars of a sport and has raised nearly \$150,000 for good causes around the world.

**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 United States Grand Prix and MotoGP Red Bull Grand Prix of The Americas, as well as world-renowned concerts, music festivals, and opportunities for track rentals. The racetrack has previously hosted Lone Star Le Mans and Advance Auto Parts Sportscar Showdown. The 1,500-acre campus is also home to the Austin360 Amphitheater—PollStar's 2013 "Best New Major Concert Venue" and a 2014 "Best Major Outdoor Concert Venue" Pollstar nominee—impressive meeting and hospitality spaces and an iconic 25-story observation tower that offers 360-degree views of the circuit, amphitheater and downtown Austin. For more information and to download videos and photos, visit [www.thecircuit.com](http://www.thecircuit.com). For an experience as unique as Austin and a rush you'll never forget, visit Circuit of The Americas, where exhilaration happens.

**ABOUT THE DELL CHILDREN'S HOSPITAL FOUNDATION**

Dell Children's Medical Center of Central Texas, the only dedicated freestanding pediatric facility in the region. Serving a 46-county area and beyond, Dell Children's is the premier healthcare provider for children and adolescents.

