



In association with
PIT LANE PAIRINGS

FORMULA 1 STARS INVITE YOU TO TAKE HOME A SNAPSHOT OF THEIR LIVES AT ZOOM'S ANNUAL PHOTOGRAPHIC AUCTION On February 5th 2016

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

LONDON, 15TH JANUARY 2016:

Bernie Ecclestone, Formula 1's drivers and its team principals have joined forces to showcase their photography skills in the 2016 Zoom charity auction.

Now in its fourth year, the event is held in aid of Great Ormond Street Hospital Children's Charity and is joined by an engineering services firm as its new title partner as Zoom is now powered by **Princeville**.

Throughout a memorable 2015 season, the stars of F1 were each asked to take a photograph which gives a window into their high-octane lives. All of the photographs have been signed by the participants and will be auctioned by Coys (www.coys.co.uk) during an exclusive gala evening at **London's InterContinental Park Lane** on **Friday 5th February**. It will be followed by an online auction on the Coys website of a selection of the signed photos which anyone worldwide can bid for.

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.

Reigning champion **Lewis Hamilton's** photo is of his beloved bulldog Roscoe sitting like an emperor in front of the Colosseum in Rome. In contrast, Red Bull Racing's **Daniel Ricciardo** took his snapshot from a trek through the desert with camels whilst **Jenson Button** chose a mountain bike trail in Australia prior to the Grand Prix.

Renowned F1 presenter **Suzi Perry** will once again return to host this year's Zoom auction. Over the past three years as the face of the BBC's F1 coverage, **Suzi** has built up fantastic knowledge within the world of motorsport and developed great relationships with the drivers and team principals which makes her the ideal host.





In association with
PIT LANE PAIRINGS

Suzi said: I'm thrilled to be involved with the Zoom charity auction event again this year. It raises serious money for charity and is a fantastic opportunity for race fans to buy one off photos signed by their racing heroes."

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 three previous events to raise more money for Great Ormond Street Hospital Children's Charity through the auction of these unique images."

Alison Reed, Head of Special Events at Great Ormond Street Hospital Children's Charity said: "We're delighted to be working with Zoom for the fourth 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."

For all media enquiries please contact:

Aimee Peake aimee.peake@outside-org.co.uk

Suzie Fellows suzie.fellows@outside-org.co.uk

Hannah Roberts-Owen Hannah.roberts-owen@outside-org.co.uk

About Zoom

Zoom Powered by Princevalle in association with Pit Lane Pairings 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





In association with
PIT LANE PAIRINGS

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 Powered by Princeville and Pit Lane Pairings:

Powered by Princeville and its related companies have innovated, initiated, and continue to provide the latest technological electrical power grid design and engineering services to the state of Florida and the United States East Coast through its major electric utilities, in order to combat and mitigate extreme weather destruction, power surge, and other interference and disruptions to the power grid.

Pit Lane Pairings - "Where Suits Meet Firesuits" - brings corporate sponsors and race teams together to successfully strengthen the race team and the race series, and to significantly promote the corporate sponsor.

PHOTO CAPTIONS:

Lewis Hamilton
Roscoe does Rome.

Jenson Button
Hepburn Springs, mountain biking. The weekend before the Melbourne GP 2015

Daniel Ricciardo
I love riding bikes. Always have. The speed of course is fun but what I really enjoy is the adventure. Being in the middle of the desert in this case, it's a peaceful yet exciting experience. One which involved the odd camel too!

