



In association with
PIT LANE PAIRINGS

Lewis Hamilton's photo of his dog Roscoe is top seller in 4th annual Zoom gala auction

- LEWIS HAMILTON'S PHOTO OF ROSCOE RAISES £3,000
- SUZI PERRY PHOTO ATTRACTS WINNING BID OF £1,100
- ONLINE AUCTION LIVE NOW WWW.COYS-ZOOM.CO.UK

LONDON, 11TH FEBRUARY 2016 – THE STARS OF FORMULA 1 gathered alongside racing enthusiasts rich and famous at the InterContinental London Park Lane hotel on Friday 5th February 2016 for the 4th annual Zoom F1 Charity Gala and Auction in aid of Great Ormond Street Hospital Children's Charity (GOSHCC).

Notable attendees from the world of F1 included Christian and Geri Horner, Jolyon Palmer, Alexander Rossi, Adrian Newey, Carmen Jorda, David Croft, Anthony Hamilton and Karun Chandhok. Joining the well-known faces from within the sport were celebrity motor racing fans including Nick Knowles, Dominic Littlewood and Charley Boorman.

A selection of photographs taken and signed by F1's drivers and team principals were auctioned in front of the star-studded audience by Chris Routledge, managing director of COYS. Some of the biggest sellers from the evening were photographs submitted by F1 boss Bernie Ecclestone (£1,000), presenter and Zoom host Suzi Perry (£1,100) and Sky Sports F1 pit lane reporter Ted Kravitz (£1,100) who threw in one of his notebooks to boost the bids.

This year's most generous bid so far was for Lewis Hamilton's photograph of his dog Roscoe in front of the Colosseum. Entitled "Roscoe Does Rome" the world champion's photograph raised £3,000 for GOSHCC.

The remaining lots have been entered in the Zoom online auction which is now live at www.coys-zoom.co.uk. The online auction enables fans around the world to bid for photographs taken by their favourite drivers and F1 personalities. Images include Kimi Räikkönen's shot of a mascot on his Ferrari, Pastor Maldonado's photo of a lizard and Claire Williams' view of the podium at Monza.

Suzi Perry, host of the evening, said: "It's been a pleasure to host the Zoom auction for the third time. As well as the photos giving a candid insight into the drivers' lives off the track, it also helps GOSHCC, one of the UK's most important hospitals. I always look forward to seeing what photo Bernie submits. This year it was a skeleton sitting at a desk which I felt was more like Terminator! Make of that what you will."

Christian Sylt, co-founder of Zoom, says "I would like to thank everyone who made this possible: the teams and drivers, our partners, the winning bidders and, of course, Bernie





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Ecclestone. We are proud to have been able to help GOSHCC with their work and are looking forward to raising even more money through our online auction.”

Although only a few winning bidders can take home one of this year’s signed photos, everyone can support Zoom by buying a copy of the official book, available at zoom-auction.com/book.html The book contains the photos from this year’s auction along with words from the drivers and personalities who took them and gives a fascinating insight into the world behind the scenes of F1.

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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 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 Princevalle and Pit Lane Pairings:

Powered by Princevalle 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.





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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:

CLAIRE WILLIAMS

"The best podium on the calendar with the most passionate fans and to see a Williams driver on it just adds to the occasion!"

PASTOR MALDONADO

"This guy is a big F1 fan!"

