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STARS OF FORMULA 1 JOIN FORCES FOR SECOND ZOOM PHOTOGRAPHIC CHARITY AUCTION

- Photographs taken by F1 drivers and team principals to be auctioned for Great Ormond Street Hospital Children's Charity -
- Cameras provided by Nikon and signed by world champions will also be auctioned at the event in February 2014 which will be hosted by Suzi Perry at InterContinental London Park Lane -

London, 9th January 2014 – Formula 1 will unite in February for the Zoom auction of photographs taken by the sport's drivers and team principals in aid of Great Ormond Street Hospital Children's Charity (GOSHCC). Along with the images, the Zoom auction includes cameras provided by leading manufacturer Nikon which have been signed by some of the sport's biggest names.

The drivers and team principals of every F1 team were asked to take a photograph of their chosen subject and those images will be signed and auctioned by Coys (www.coys.co.uk) at a star-studded event on Friday 7th February 2014 at London's prestigious InterContinental London Park Lane, hosted by the BBC's F1 presenter Suzi Perry.

All F1's drivers and team principals have taken part with images ranging from Fernando Alonso's podium shot of the Monza crowd to Nico Rosberg at the wheel of an historic 1938 W154 Mercedes and the view from the window of Bernie Ecclestone's house in Switzerland.

Nikon has provided seven COOLPIX S9500 cameras to Zoom which have been signed by some of the sport's greatest drivers including Sebastian Vettel, Kimi Räikkönen, Damon Hill, Jacques Villeneuve, John Surtees, Alain Prost and Sir Jackie Stewart. It is the first time that cameras signed by F1 world champions have been auctioned and all proceeds will go to GOSHCC.

Further images include those from four-time world champion Sebastian Vettel, British superstar Lewis Hamilton, and Mark Webber in his final season of the sport, along with F1 commentator Martin Brundle. F1 legend Michael Schumacher also has an un-signed image taken in 2013 included in the lot.

The photographs will also be collated in a special edition book, published by Vision Sports Publishing, which will go on sale ahead of the 2014 F1 season

The auction follows on from success of the inaugural Zoom event which took place last year. It was the first auction of photographs taken by the stars of any sport. In his foreword to the book of the auction, **Bernie Ecclestone commented**: "It has been done for a wonderful cause," adding that "the F1 Group has been supporting GOSHCC for many years and we are proud to be able to help with the tremendous work they do."





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Christian Sylt, co-founder of Zoom, said: *“Thanks to the support of the teams and Bernie Ecclestone, we are able to showcase a varied collection of photographs which encapsulate life inside Formula 1. Every image provides a unique, insider’s view of motor racing and offers a rare opportunity for the public to own a slice of history and help support the incredible work undertaken at Great Ormond Street Hospital.”*

Olivia Jary from 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.”

Jeremy Gilbert, group marketing manager at Nikon UK said: *“It’s a fantastic project that gives us a glimpse into the lives of F1 drivers from a unique perspective, both on and off the track, whilst helping to support the Great Ormond Street Hospital charity.*

He adds: “We hope that the auction of both the images and signed Nikon COOLPIX cameras will help to make a difference and raise funds for this worthy cause.”

For more information:

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NOTES TO EDITORS

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.

Zoom includes images taken by some of F1’s biggest names including:

Fernando Alonso, Cyril Abiteboul, Jules Bianchi, John Booth, Valtteri Bottas, Eric Boullier, Flavio Briatore, Martin Brundle, Jenson Button, James Calado, Karun Chandhok, Max Chilton, Stefano Domenicali, Bernie Ecclestone, Giedo van der Garde, Romain Grosjean, Esteban Gutiérrez, Lewis Hamilton, Johnny Herbert, Damon Hill, Christian Horner, Nico Hülkenberg, the family of James Hunt, Monisha Kaltenborn, Pastor Maldonado, Vijay Mallya, Felipe Massa, Sergio Pérez, Charles Pic, Kimi Räikkönen, Paul di Resta, Daniel Ricciardo, Nico Rosberg, Michael Schumacher, Adrian Sutil, Franz Tost, Jean-Éric Vergne, Sebastian Vettel, Mark Webber, Martin Whitmarsh, Claire Williams, Susie Wolff, Toto Wolff

www.zoom-auction.com





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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.

