



ZOOM and Keep Fighting celebrate 25th anniversary of Michael Schumacher's first world championship

Wednesday 13th November 2019

ZOOM and the Keep Fighting Foundation have today launched a new poster to commemorate the 25th anniversary of Michael Schumacher's first Formula One World Championship victory.

The poster shows the legendary seven-times champion at the wheel of the Benetton B194 that he drove to victory in the 1994 season. It follows on from the first ZOOM Keep Fighting poster which launched last year and depicted Schumacher's 2000 championship victory for Ferrari.

The poster has been produced for ZOOM and Keep Fighting by design agency, Crooked Cartoon, and is printed at A2 size with a silk finish. The image is inspired by the Art Deco posters of F1's past and is the 15th in the series, following posters featuring motor racing icons such as Mercedes GP, Nigel Mansell and Circuit of the Americas.

The Keep Fighting Foundation will receive a donation from the sale of each print. The non-profit organisation aims to channel the positive energy received by Michael Schumacher and the Schumacher family into a global movement. It channels this 'Never Give Up' spirit into initiatives into five key areas – culture, education and development, science, public health, and motivation.

Sabine Kehm, on behalf of the Schumacher family, said: "We are delighted to be raising money for the Keep Fighting Foundation through partnering with ZOOM on this poster. Michael's first championship was a very special moment in his career and 25 years later this poster brings back emotional memories of that time."

To order the poster, please visit: <https://store.zoom-f1.com/collections/michael-schumacher/products/michael-schumacher-1994-anniversary-poster>

Contact

For further information on the ZOOM Michael Schumacher poster, please contact Caroline Reid on caroline@zoom-f1.com

Poster specification

Size: A2

Finish: Silk

Price: £20 plus VAT and P&P

About Keep Fighting

Launched in 2016, the non-profit Keep Fighting Initiative was originated from the desire to give something back to the people who are sending so much sympathy and positive energy to the family of seven-time Formula 1 World Champion Michael Schumacher since his accident in December 2013. The Keep Fighting Initiative is inspired by the attitudes that Michael Schumacher's fans always admired him for: to always keep fighting and never give up, even if there is only the slightest chance. Through various activities the Keep Fighting Foundation wishes to honour the support of these attitudes among fans of Michael Schumacher and at the same time continue the charitable work on his behalf.

www.keepfighting.ms

About ZOOM

ZOOM was launched in 2012 as an initiative from Money Sport Media, the publisher of Formula 1 business data guide, Formula Money (www.formulamoney.com). The ZOOM auction of signed photos taken by F1's drivers and team principals has been held annually since, raising around £150,000 for charity. In 2016, ZOOM launched its series of Art Deco posters dedicated to the great drivers and circuits of motorsport history.

www.zoom-f1.com