



## **ZOOM and Keep Fighting launch poster to celebrate Michael Schumacher's career**

Wednesday 7th November 2018

ZOOM and the Keep Fighting Foundation have today launched a new poster celebrating the career of legendary seven-times Formula One World Champion, Michael Schumacher.

The poster depicts Schumacher on his way to victory in the 2000 world championship, his first title with Ferrari and third title overall. The image is inspired by the Art Deco posters of F1's past and is the tenth in the series, following posters featuring famous drivers and circuits such as Nigel Mansell, Circuit of the Americas, Silverstone and Monaco.

The poster was produced for ZOOM and Keep Fighting by design agency, Crooked Cartoon, and is printed at A2 size with a silk finish.

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 by developing initiatives in the five key areas of culture, education and development, science, public health, and motivation.

Sabine Kehm, on behalf of the Schumacher family, said: "We are delighted to be partnering with ZOOM to raise money for the Keep Fighting Foundation. This is a stunning way to celebrate Michael's iconic career and by the way a very beautiful poster."

Alex Sylt, founder of Crooked Cartoon, said: "We're very pleased that Keep Fighting has chosen to work with ZOOM on this project. I'd like to thank the Schumacher family and Ferrari for their support for this project. Michael's record-breaking championship run is one of my favourite F1 memories and I'm honoured to be celebrating his career through my art."

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

### **Contact**

For further information on the ZOOM Michael Schumacher poster, please contact Caroline Reid on [caroline@zoom-f1.com](mailto: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](http://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](http://www.formulamoney.com)). The ZOOM auction of signed photos taken by F1's drivers and team principals has been held annually since, raising more than £100,000 for charity. In 2016, ZOOM launched its series of Art Deco posters dedicated to the great drivers and circuits of motorsport history. The ZOOM Michael Schumacher poster is the tenth in the series.

[www.zoom-f1.com](http://www.zoom-f1.com)