Beat: Automobiles

#DriveForGood with Laureus in Shanghai and Beyond

MERCEDES AMG PETRONAS

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USPA NEWS - MERCEDES AMG PETRONAS to #DriveForGood with Laureus in Shanghai and Beyond. Laureus branding to feature on F1 W06 Hybrid throughout Chinese Grand Prix weekend, Laureus ambassador Nico Rosberg will #DriveForGood throughout 2015 F1 season.

On the eve of the 2015 Laureus World Sports Awards, to be held in Shanghai on Wednesday 15 April, the MERCEDES AMG PETRONAS Formula One Team is proud to announce that team driver Nico Rosberg, who has been a Laureus ambassador since 2013, will spearhead the new #DriveForGood campaign for the 2015 season. This weekend in Shanghai, the Mercedes F1 W06 Hybrid will carry Laureus branding on the rear wing main plane and cockpit sides of both team cars.

Prominent branding also features on the overalls of Laureus ambassador Nico Rosberg, and for good reason: from the 2015 Formula 1 Chinese Grand Prix onwards, for the remainder of the season, Mercedes-Benz will donate 100 Euros for every racing kilometre that Nico leads during the forthcoming 17 rounds of the FIA Formula 1 World Championship. “Laureus is a cause that is very close to my heart and I am very proud to work as an ambassador for the foundation,“ commented Nico.

“It´s a source of great inspiration for me to see the fantastic work that the foundation is doing for children round the world. Sport and competition taught me a lot about hard work, determination and respect when I was growing up, so hopefully I can demonstrate that and maybe provide a bit of inspiration of my own. The #DriveForGood campaign is a wonderful next step as it combines my determination to lead as many laps as possible in every race with a good cause; thank you for Mercedes-Benz for their generosity in supporting the Foundation in this way. I probably shouldn´t say this, but hopefully I will cost the company a lot of money in donations this year!“

Each year, the Laureus World Sports Awards showcase the work of the Laureus Sport for Good Foundation and celebrate the achievements of athletes from across the world. After a successful season in 2014, the MERCEDES AMG PETRONAS Formula One Team and driver Lewis Hamilton are honoured to have been nominated for World Team of the Year and World Sportsman of the Year at the 2015 awards ceremony to be hosted in Shanghai, China, on 15 April.

Edwin Moses, Chairman of the Laureus World Sports Academy, said: “I am delighted that our ambassadors Nico Rosberg and Mercedes-Benz combine their passion for their sport with their passion for Laureus, by directly connecting a donation to the performance on the track. It was great to visit the Shanghai circuit ahead of the Laureus World Sports Awards and thank Nico personally and Mercedes-Benz for this generous initiative. With the commitment to donate for each leading kilometre, we will all be keeping our fingers crossed for every Grand Prix now that we know Nico is racing for all underprivileged children helped by Laureus.“

The Laureus Sport for Good foundation uses the power of sport to address the social problems of children and young people in some of the most challenging and deprived environments around the world. The foundation is currently promoting more than 150 social sports projects all over the world “ a number which is continually rising. To date, donations in excess of €60 million have been generated since the Foundation was established in the year 2000. Worldwide, these funds have benefited 1.5 million children and young people aged between 8 and 18.

Initiated by Founding Patrons Daimler and Richemont, the Laureus World Sports Awards and Laureus Sport for Good Foundation are supported by global partners Mercedes-Benz and IWC Schaffhausen. Find out more about Laureus, the awards and the foundation using the links below:

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