
From: [REDACTED]

Sent: Thursday, January 23, 2025 2:04 PM

To: [REDACTED]

Subject: [REDACTED]

Hey [REDACTED] –

Passing along the following the news that went out today. Hoping you can find a place for it in today's [REDACTED]. Appreciate anything you can do.

LeBron James announced the launch of *Team AlUla Championed by LeBron James* in the UIM E1 World Championship presented by PIF – the world's first and only all-electric raceboat championship.

Some key takeaways:

- LeBron James joins an elite roster of team owners, including Tom Brady, Rafael Nadal, Will Smith, Steve Aoki, Didier Drogba, and more, in the E1 World Championship presented by PIF.
- Team AlUla, named after Saudi Arabia's ancient oasis city and UNESCO World Heritage site, will debut in the 2025 E1 season, starting with the Jeddah GP on Saturday.
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Best regards,

[Redacted]

[Redacted]

Senior Vice President, Sports

[Redacted]



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LeBron James Unveils New 'UIM E1 World Championship presented by PIF' Team

Team AIUla Championed by LeBron James Sets Sail in 2025 season

Thursday 23rd January 2025 (LA/London/Riyadh) - 0500 PT / 1300 GMT / 1600 AST -

LeBron James is launching a new team in the UIM E1 World Championship presented by PIF – the world's first all-electric raceboat Championship.

Team AIUla Championed by LeBron James, is set to join the fleet for the 2025 E1 season that begins with the E1 Jeddah GP on Saturday.

The innovative Championship sees teams go head-to-head in high-energy racing in iconic global cities including Doha, Monaco, and Miami in a bid to be crowned "Champions of the Water".

Team AIUla Championed by LeBron James, named after the ancient oasis city in Saudi Arabia - a growing luxury heritage boutique destination and home to Hegra, the Kingdom's first UNESCO World Heritage site - will be piloted by two talented racers, Rusty Wyatt and Catie Munnings.

Wyatt, a Canadian powerboat star, is one of the sport's most promising talents after being recognised as Rookie of the Year at the prestigious F1H20 UIM World Championship in 2024.

Alongside Wyatt is Catie Munnings - the UK's first ever female Red Bull motorsports athlete and a previous FIA European Rally Championship Ladies' Trophy winner - a British racer who joins from Team Brazil after securing an impressive three podium places in E1's debut season.

"As a lifelong fan of sports and competition, the opportunity to own an E1 team that represents such a high level of innovation in sports is incredibly exciting," said **LeBron James**.

"E1 is a new type of global competition that's revolutionizing water racing and I'm proud to be at the forefront of its expansion in season two."

James' team joins an illustrious roster of team owners in the Championship that already includes NFL Hall of Famer Tom Brady, tennis legend Rafael Nadal, Hollywood actor Will Smith, international DJ Steve Aoki, footballing superstar Didier Drogba, philanthropist and businessman Marcelo Claure, star cricketer Virat Kohli, and Grammy award-winning musician Marc Anthony.

As the NBA's all-time leading scorer, James' entry into E1 extends his thirst for competition. The new team adds to his expansive investment portfolio across sport and entertainment which includes stakes in Fenway Sports Group, Beats by Dre, PGA Tour Enterprises and Liverpool FC.

Team AIUla Championed by LeBron James is led by Co-Team Principals John Marlow and Barny Whitwham, who have a combined 30 years' experience working in commercial and technical roles across blue chip organisations, FIA Formula 1 and World Rally Championship motorsport teams. They are joined by a crew with equally strong sporting, technical and partnerships prowess across global motorsport and sports categories.

Alejandro Agag, chairman and co-founder of E1 said, "We are thrilled to welcome LeBron James and Team AIUla to the UIM E1 World Championship. With LeBron's championship pedigree and history of excellence in globally celebrated sports, his entry into E1 sets the stage for an incredibly competitive and high-energy season on the water.

"Having a roster of team owners that includes some of the biggest names in sports and entertainment elevates the Championship to an unparalleled level of prestige. This is not just about racing; it's about a gathering of icons redefining what's possible in water sports. With new teams, innovative technology, and iconic race destinations, the 2025 season represents an exciting evolution of E1."

Rodi Basso, CEO and co-founder of E1 said, "As E1 prepares for a second season that will deliver new teams, more iconic race locations, and more thrilling on-water action, it's with immense pride and excitement that I welcome Team AIUla and LeBron to the Championship. In both of them we have found like-minded partners who will join us on our journey to take E1 to the next level and beyond."

John Marlow, Co-Team Principal said, "Barny and I are thrilled to be leading Team AIUla and we look forward to a competitive season of racing with Catie and Rusty, as well as telling the world about AIUla's community-focused tourism goals and bringing LeBron's championship-winning ethos to electric boat racing."

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ENDS

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E1 pilots navigate tight and technical circuits behind the wheel of the electric RaceBirds. For the latest news and updates, follow us at @E1Series on [Facebook](#), [X](#) and [Instagram](#).

#ChampionsOfTheWater

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About AIUla:

Located 1,100 km from Riyadh, in North-West Saudi Arabia, AIUla is a place of extraordinary natural and human heritage. The vast area, covering 22,561km², includes a lush oasis valley, towering sandstone mountains and ancient cultural heritage sites dating back thousands of years to when the Lihyan and Nabataean kingdoms reigned.

The most well-known and recognised site in AIUla is Hegra, Saudi Arabia's first UNESCO World Heritage Site. A 52-hectare ancient city, Hegra was the principal southern city of the Nabataean Kingdom and is comprised of 111 well-preserved tombs, many with elaborate facades cut out of the sandstone outcrops surrounding the walled urban settlement.

Current research also suggests Hegra was the most southern outpost of the Roman Empire after the Roman's conquered the Nabataeans in 106 CE.

In addition to Hegra, AIUla is also home to ancient Dadan, the capital of the Dadan and Lihyan Kingdoms and considered to be one of the most developed 1st millennium BCE cities of the Arabian Peninsula, and Jabal Ikma, an open air library of hundreds of inscriptions and writings in many different languages, which has been recently listed on the UNESCO's memory of the World Register. Also AIUla Old Town Village, a labyrinth of more than 900 mudbrick homes developed from at least the 12th century, which has been selected as one of the World's Best Tourism Villages in 2022 by the UNWTO. For more information, please visit: experiencealula.com

عن العُلا:

تقع العُلا على بعد 1100 كيلومتر من الرياض في شمالي غرب المملكة العربية السعودية، وهي موقع ذو تراث طبيعي وإنساني متميز. وتغطي المنطقة الشاسعة مساحة 22.561 كيلومتراً مربعاً، وتشمل واحة خصبة وجبالاً عالية من الحجر الرملي، ومواقع تراث ثقافي قديم يعود تاريخها إلى آلاف السنين، حيث حكمت مملكتا لحيان والأنباط

وتعدّ "الحجر" الموقع الأكثر شهرة في العُلا، كما أنها أولى مواقع التراث العالمي لليونسكو في المملكة العربية السعودية. وهي مدينة قديمة تبلغ مساحتها 52 هكتاراً، وكانت المدينة الجنوبية الرئيسة للمملكة النبطية، وتضمّ 111 مدفنًا محفوظاً بشكل جيّد، والعديد منها ذات واجهات متقنة مقطوعة من نتوءات الحجر الرملي المحيطة بالمستوطنة الحضرية المسوّرة

وتشير الأبحاث الحالية أيضاً إلى أن الحجر كانت البؤرة الاستيطانية الجنوبية للإمبراطورية الرومانية بعد أن غزا الرومان الأنباط في عام 106م

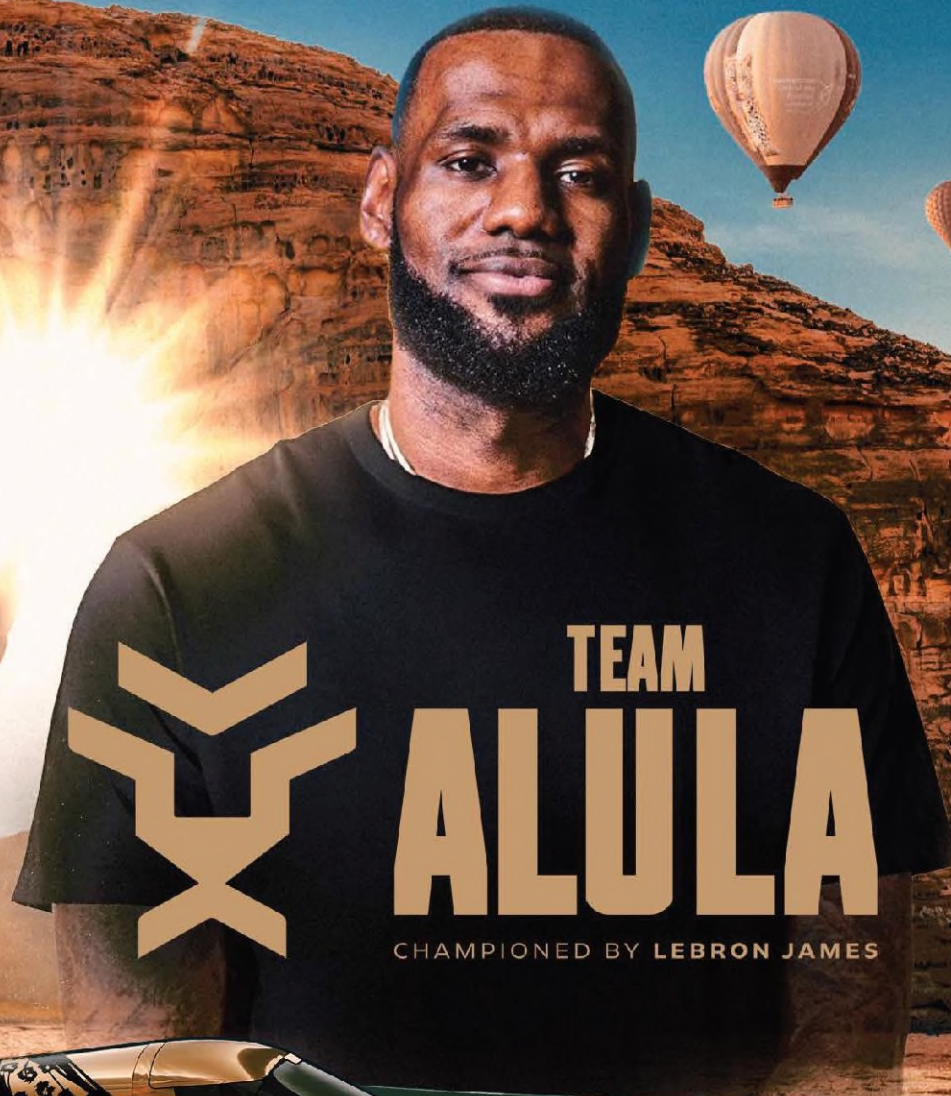
بالإضافة إلى الحجر، تُعدّ العُلا أيضاً موطناً لدادان القديمة، عاصمة مملكتي دادان ولحيان، وتعدّ واحدة من أكثر مدن الألفية الأولى قبل الميلاد تطوراً في شبه الجزيرة العربية، وموقع جبل عكمة، والذي يعد بمثابة مكتبة مفتوحة تضم مئات من النقوش والكتابات بعدة لغات مختلفة، وقد تم تسجيلها مؤخراً على قائمة اليونسكو لسجل ذاكرة العالم

إضافة إلى بلدة العُلا القديمة، وهي تمثل متاهة تضم أكثر من 900 منزل من الطوب اللين تم بناؤها في القرن الثاني عشر على أقلّ تقدير، والتي تم اختيارها كأحدى أفضل القرى السياحية في العالم للعام 2022م من قبل منظمة السياحة العالمية

للمزيد من المعلومات، يرجى زيارة

#23

UIM E1 World
Championship
Presented
by  PIF



CHAMPIONED BY
LEBRON JAMES


ALULA
experiencealula.com

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Let me know if you're interested in covering this exciting story. I'd be happy to provide additional information and imagery.

Best regards,

[REDACTED]

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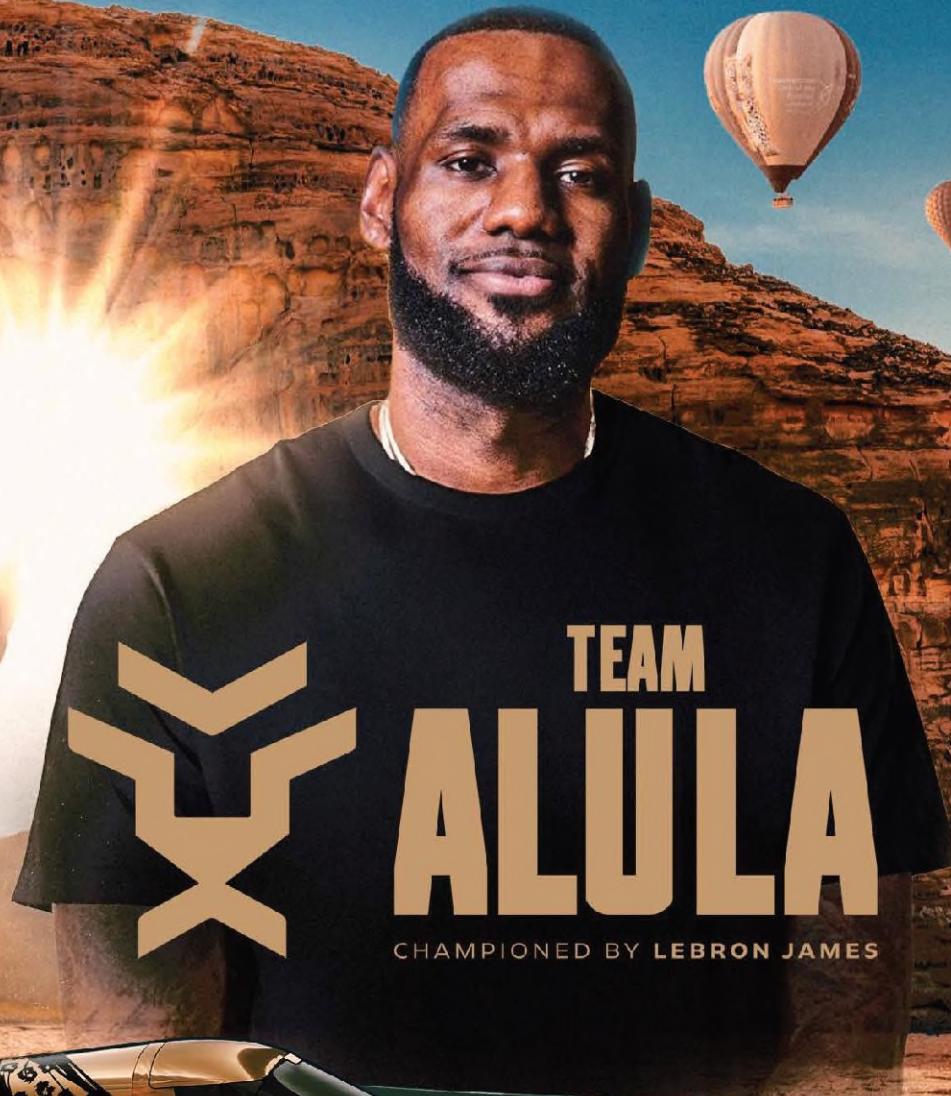
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للمزيد من المعلومات، يرجى زيارة

#23

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Championship
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CHAMPIONED BY
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ALULA
experiencealula.com

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Located 1,100 km from Riyadh, in North-West Saudi Arabia, AIUla is a place of extraordinary natural and human heritage. The vast area, covering 22,561km², includes a lush oasis valley, towering sandstone mountains and ancient cultural heritage sites dating back thousands of years to when the Lihyan and Nabataean kingdoms reigned.

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In addition to Hegra, AIUla is also home to ancient Dadan, the capital of the Dadan and Lihyan Kingdoms and considered to be one of the most developed 1st millennium BCE cities of the Arabian Peninsula, and Jabal Ikma, an open air library of hundreds of inscriptions and writings in many different languages, which has been recently listed on the UNESCO's memory of the World Register. Also AIUla Old Town Village, a labyrinth of more than 900 mudbrick homes developed from at least the 12th century, which has been selected as one of the World's Best Tourism Villages in 2022 by the UNWTO. For more information, please visit: experiencealula.com

عن العُلا:

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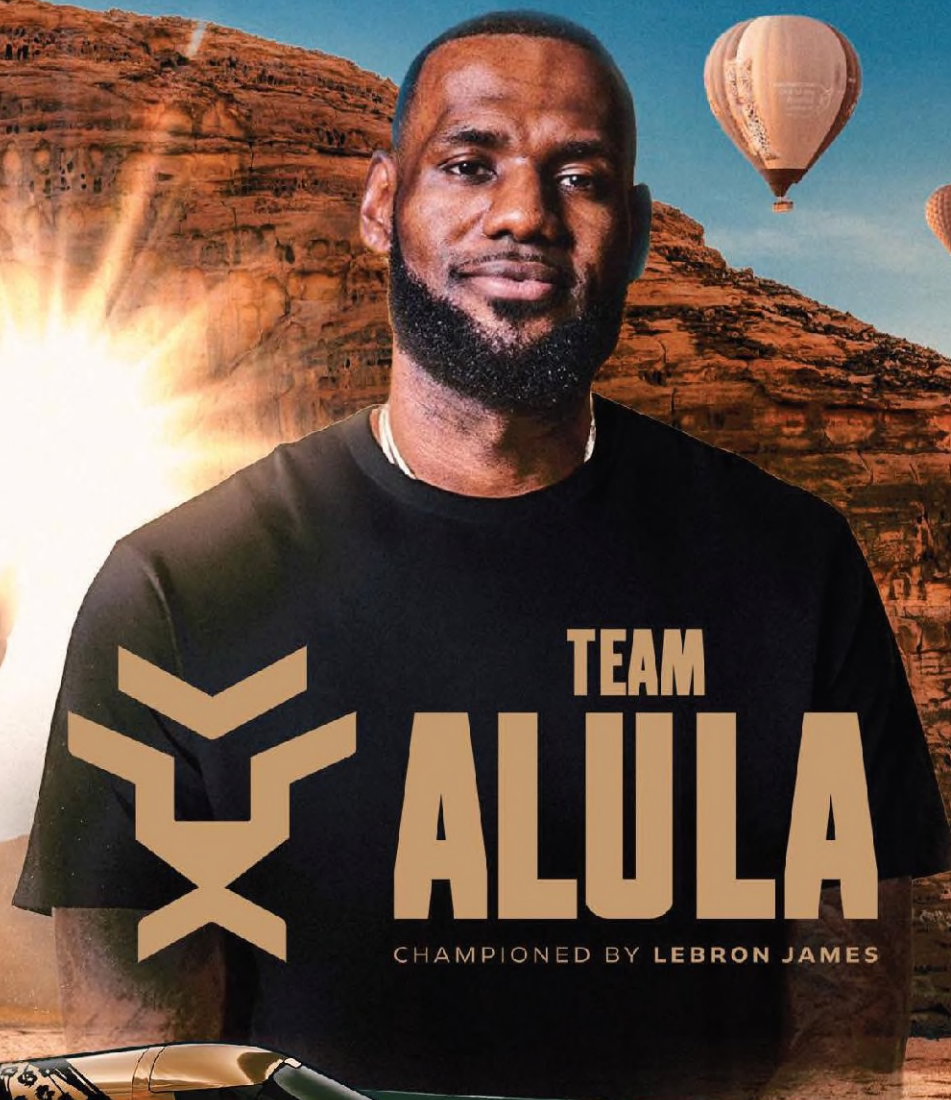
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إضافة إلى بلدة العُلا القديمة، وهي تمثل متاهة تضم أكثر من 900 منزل من الطوب اللين تم بناؤها في القرن الثاني عشر على أقلّ تقدير، والتي تم اختيارها كأحدى أفضل القرى السياحية في العالم للعام 2022م من قبل منظمة السياحة العالمية

للمزيد من المعلومات، يرجى زيارة

#23

UIM E1 World
Championship
Presented
by PIF



**TEAM
ALULA**

CHAMPIONED BY **LEBRON JAMES**



CHAMPIONED BY
LEBRON JAMES

ALULA
experiencealula.com



From: [REDACTED]
Sent: Thursday, January 23, 2025 8:28 AM
To: [REDACTED]
Subject: Team AlUla Championed by LeBron James Launches Today

Good morning, [REDACTED] –

LeBron James just announced the launch of *Team AlUla Championed by LeBron James* in the UIM E1 World Championship presented by PIF – the world’s first and only all-electric raceboat championship.

Some key takeaways:

- LeBron James joins an elite roster of team owners, including Tom Brady, Rafael Nadal, Will Smith, Steve Aoki, Didier Drogba, and more, in the E1 World Championship presented by PIF.
- Team AlUla, named after Saudi Arabia’s ancient oasis city and UNESCO World Heritage site, will debut in the 2025 E1 season, starting with the Jeddah GP on Saturday.
- E1 is part of Motorsports E360 a multi-year partnership between the Public Investment Fund (PIF) and Formula E, Extreme E, and E1. The partnership aims to promote the growth of electric motorsports and their role in advancing electric mobility.
- The team will be piloted by **Rusty Wyatt**, a Canadian powerboat star and Rookie of the Year at the F1H20 UIM World Championship, and **Catie Munnings**, the UK’s first female Red Bull motorsports athlete and FIA European Rally Championship Ladies’ Trophy winner.
- This championship reflects LeBron James’ growing presence in global sports ownership, adding to his investments in Fenway Sports Group, Liverpool FC, and the PGA Tour.

Let me know if you’re interested in covering.

Best regards,

[REDACTED]

[REDACTED]

Senior Vice President, Sports

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LeBron James Unveils New ‘UIM E1 World Championship presented by PIF’ Team

Team AIUla Championed by LeBron James Sets Sail in 2025 season

Thursday 23rd January 2025 (LA/London/Riyadh) - 0500 PT / 1300 GMT / 1600 AST -

LeBron James is launching a new team in the UIM E1 World Championship presented by PIF – the world’s first all-electric raceboat Championship.

Team AIUla Championed by LeBron James, is set to join the fleet for the 2025 E1 season that begins with the E1 Jeddah GP on Saturday.

The innovative Championship sees teams go head-to-head in high-energy racing in iconic global cities including Doha, Monaco, and Miami in a bid to be crowned “Champions of the Water”.

Team AIUla Championed by LeBron James, named after the ancient oasis city in Saudi Arabia - a growing luxury heritage boutique destination and home to Hegra, the Kingdom’s first UNESCO World Heritage site - will be piloted by two talented racers, Rusty Wyatt and Catie Munnings.

Wyatt, a Canadian powerboat star, is one of the sport’s most promising talents after being recognised as Rookie of the Year at the prestigious F1H20 UIM World Championship in 2024.

Alongside Wyatt is Catie Munnings - the UK’s first ever female Red Bull motorsports athlete and a previous FIA European Rally Championship Ladies’ Trophy winner - a British racer who joins from Team Brazil after securing an impressive three podium places in E1’s debut season.

“As a lifelong fan of sports and competition, the opportunity to own an E1 team that represents such a high level of innovation in sports is incredibly exciting,” said **LeBron James**.

“E1 is a new type of global competition that’s revolutionizing water racing and I’m proud to be at the forefront of its expansion in season two.”

James’ team joins an illustrious roster of team owners in the Championship that already includes NFL Hall of Famer Tom Brady, tennis legend Rafael Nadal, Hollywood actor Will Smith, international DJ Steve Aoki, footballing superstar Didier Drogba, philanthropist and businessman Marcelo Claure, star cricketer Virat Kohli, and Grammy award-winning musician Marc Anthony.

As the NBA’s all-time leading scorer, James’ entry into E1 extends his thirst for competition. The new team adds to his expansive investment portfolio across sport and entertainment which includes stakes in Fenway Sports Group, Beats by Dre, PGA Tour Enterprises and Liverpool FC.

Team AIUla Championed by LeBron James is led by Co-Team Principals John Marlow and Barny Whitwham, who have a combined 30 years' experience working in commercial and technical roles across blue chip organisations, FIA Formula 1 and World Rally Championship motorsport teams. They are joined by a crew with equally strong sporting, technical and partnerships prowess across global motorsport and sports categories.

Alejandro Agag, chairman and co-founder of E1 said, "We are thrilled to welcome LeBron James and Team AIUla to the UIM E1 World Championship. With LeBron's championship pedigree and history of excellence in globally celebrated sports, his entry into E1 sets the stage for an incredibly competitive and high-energy season on the water.

"Having a roster of team owners that includes some of the biggest names in sports and entertainment elevates the Championship to an unparalleled level of prestige. This is not just about racing; it's about a gathering of icons redefining what's possible in water sports. With new teams, innovative technology, and iconic race destinations, the 2025 season represents an exciting evolution of E1."

Rodi Basso, CEO and co-founder of E1 said, "As E1 prepares for a second season that will deliver new teams, more iconic race locations, and more thrilling on-water action, it's with immense pride and excitement that I welcome Team AIUla and LeBron to the Championship. In both of them we have found like-minded partners who will join us on our journey to take E1 to the next level and beyond."

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ENDS

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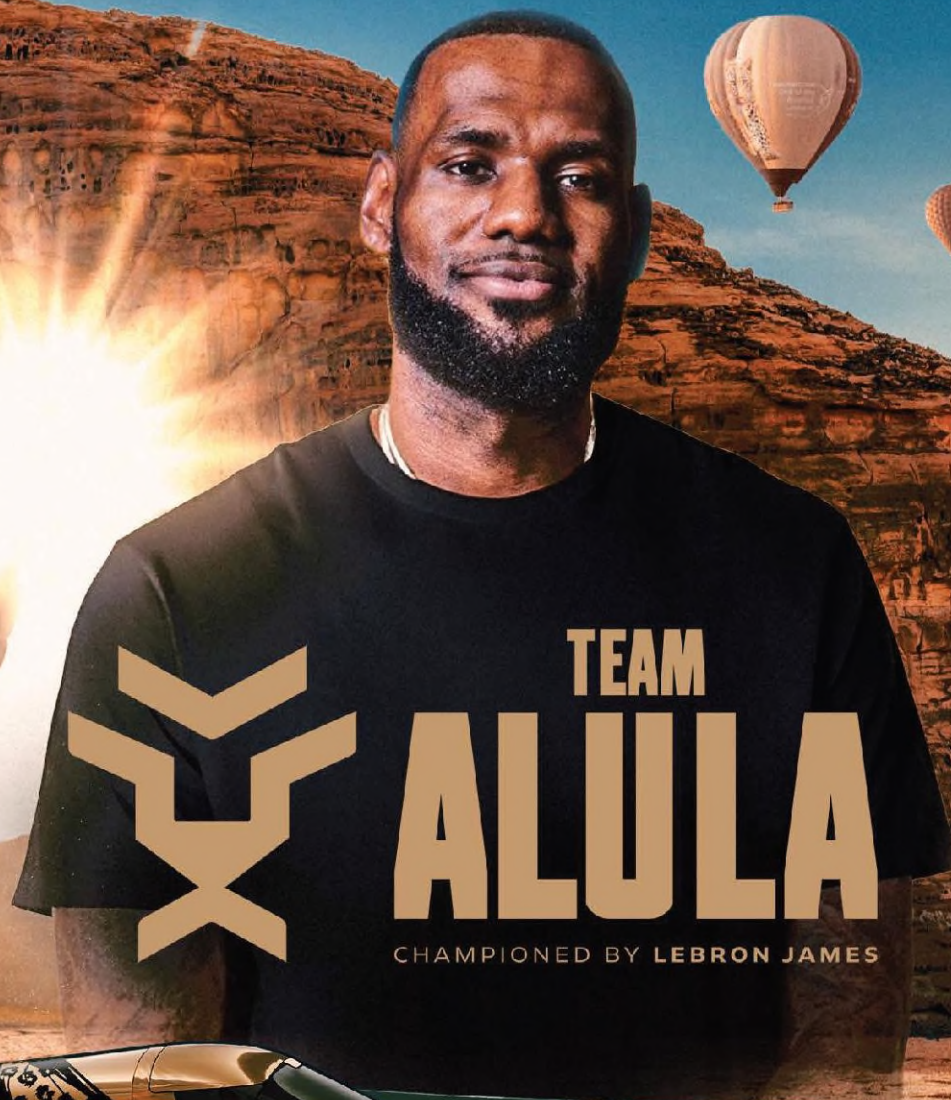
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experiencealula.com



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Sent: Thursday, January 23, 2025 8:27 AM
To: [REDACTED]
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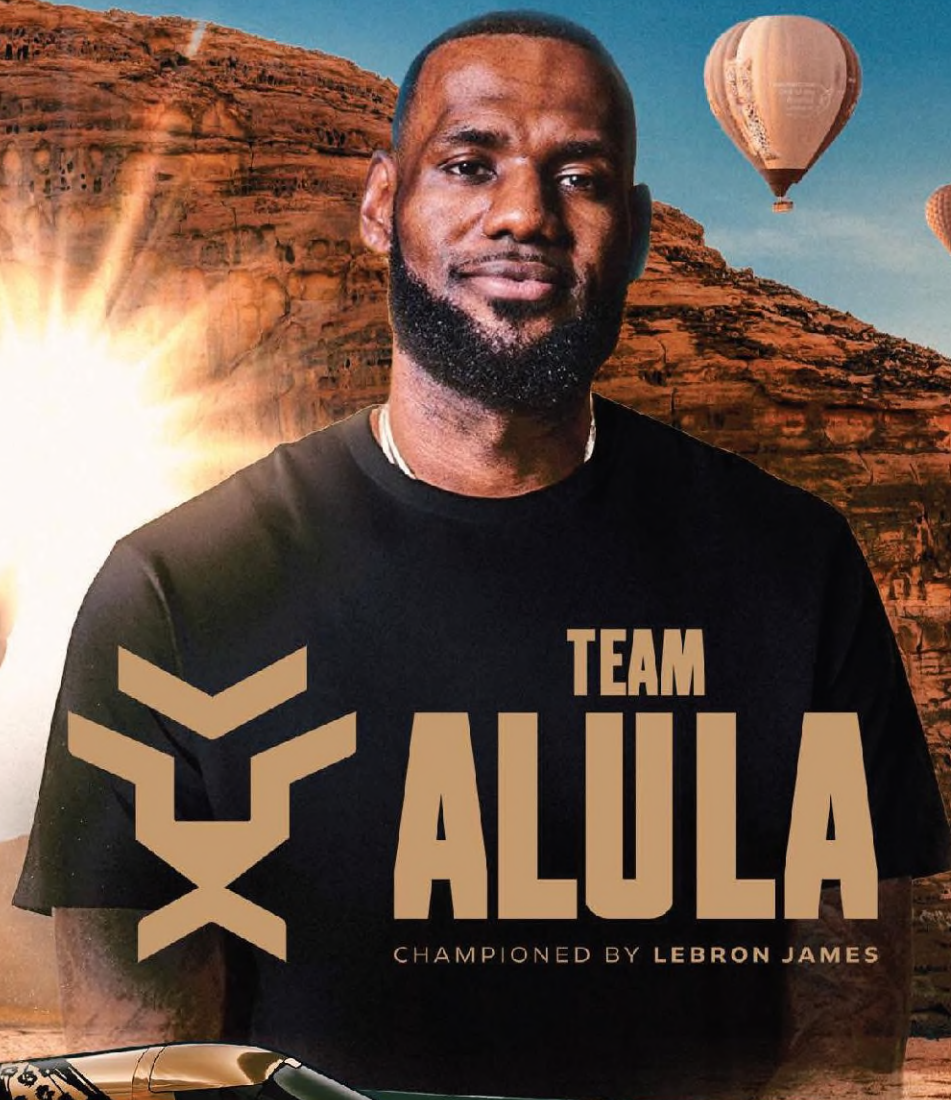
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للمزيد من المعلومات، يرجى زيارة

#23

UIM E1 World
Championship
Presented
by  PIF



CHAMPIONED BY
LEBRON JAMES


ALULA
experiencealula.com



From: [REDACTED]
Sent: Thursday, January 23, 2025 8:25 AM
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Subject: Team AIUla Championed by LeBron James Launches Today

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Some key takeaways:

- LeBron James joins an elite roster of team owners, including Tom Brady, Rafael Nadal, Will Smith, Steve Aoki, Didier Drogba, and more, in the E1 World Championship presented by PIF.
- Team AIUla, named after Saudi Arabia’s ancient oasis city and UNESCO World Heritage site, will debut in the 2025 E1 season, starting with the Jeddah GP on Saturday.
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Let me know if you’re interested in covering this exciting story. I’d be happy to provide additional information and imagery.

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Senior Vice President, Sports

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Team AIUla Championed by LeBron James Sets Sail in 2025 season

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Team AIUla Championed by LeBron James, is set to join the fleet for the 2025 E1 season that begins with the E1 Jeddah GP on Saturday.

The innovative Championship sees teams go head-to-head in high-energy racing in iconic global cities including Doha, Monaco, and Miami in a bid to be crowned "Champions of the Water".

Team AIUla Championed by LeBron James, named after the ancient oasis city in Saudi Arabia - a growing luxury heritage boutique destination and home to Hegra, the Kingdom's first UNESCO World Heritage site - will be piloted by two talented racers, Rusty Wyatt and Catie Munnings.

Wyatt, a Canadian powerboat star, is one of the sport's most promising talents after being recognised as Rookie of the Year at the prestigious F1H20 UIM World Championship in 2024.

Alongside Wyatt is Catie Munnings - the UK's first ever female Red Bull motorsports athlete and a previous FIA European Rally Championship Ladies' Trophy winner - a British racer who joins from Team Brazil after securing an impressive three podium places in E1's debut season.

"As a lifelong fan of sports and competition, the opportunity to own an E1 team that represents such a high level of innovation in sports is incredibly exciting," said **LeBron James**.

"E1 is a new type of global competition that's revolutionizing water racing and I'm proud to be at the forefront of its expansion in season two."

James' team joins an illustrious roster of team owners in the Championship that already includes NFL Hall of Famer Tom Brady, tennis legend Rafael Nadal, Hollywood actor Will Smith, international DJ Steve Aoki, footballing superstar Didier Drogba, philanthropist and businessman Marcelo Claure, star cricketer Virat Kohli, and Grammy award-winning musician Marc Anthony.

As the NBA's all-time leading scorer, James' entry into E1 extends his thirst for competition. The new team adds to his expansive investment portfolio across sport and entertainment which includes stakes in Fenway Sports Group, Beats by Dre, PGA Tour Enterprises and Liverpool FC.

Team AIUla Championed by LeBron James is led by Co-Team Principals John Marlow and Barny Whitwham, who have a combined 30 years' experience working in commercial and technical roles across blue chip organisations, FIA Formula 1 and World Rally Championship motorsport teams. They are joined by a crew with equally strong sporting, technical and partnerships prowess across global motorsport and sports categories.

Alejandro Agag, chairman and co-founder of E1 said, "We are thrilled to welcome LeBron James and Team AIUla to the UIM E1 World Championship. With LeBron's championship pedigree and history of excellence in globally celebrated sports, his entry into E1 sets the stage for an incredibly competitive and high-energy season on the water.

"Having a roster of team owners that includes some of the biggest names in sports and entertainment elevates the Championship to an unparalleled level of prestige. This is not just about racing; it's about a gathering of icons redefining what's possible in water sports. With new teams, innovative technology, and iconic race destinations, the 2025 season represents an exciting evolution of E1."

Rodi Basso, CEO and co-founder of E1 said, "As E1 prepares for a second season that will deliver new teams, more iconic race locations, and more thrilling on-water action, it's with immense pride and excitement that I welcome Team AIUla and LeBron to the Championship. In both of them we have found like-minded partners who will join us on our journey to take E1 to the next level and beyond."

John Marlow, Co-Team Principal said, "Barny and I are thrilled to be leading Team AIUla and we look forward to a competitive season of racing with Catie and Rusty, as well as telling the world about AIUla's community-focused tourism goals and bringing LeBron's championship-winning ethos to electric boat racing."

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ENDS

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Located 1,100 km from Riyadh, in North-West Saudi Arabia, AIUla is a place of extraordinary natural and human heritage. The vast area, covering 22,561km², includes a lush oasis valley, towering sandstone mountains and ancient cultural heritage sites dating back thousands of years to when the Lihyan and Nabataean kingdoms reigned.

The most well-known and recognised site in AIUla is Hegra, Saudi Arabia's first UNESCO World Heritage Site. A 52-hectare ancient city, Hegra was the principal southern city of the Nabataean Kingdom and is comprised of 111 well-preserved tombs, many with elaborate facades cut out of the sandstone outcrops surrounding the walled urban settlement.

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In addition to Hegra, AIUla is also home to ancient Dadan, the capital of the Dadan and Lihyan Kingdoms and considered to be one of the most developed 1st millennium BCE cities of the Arabian Peninsula, and Jabal Ikma, an open air library of hundreds of inscriptions and writings in many different languages, which has been recently listed on the UNESCO's memory of the World Register. Also AIUla Old Town Village, a labyrinth of more than 900 mudbrick homes developed from at least the 12th century, which has been selected as one of the World's Best Tourism Villages in 2022 by the UNWTO. For more information, please visit: experiencealula.com

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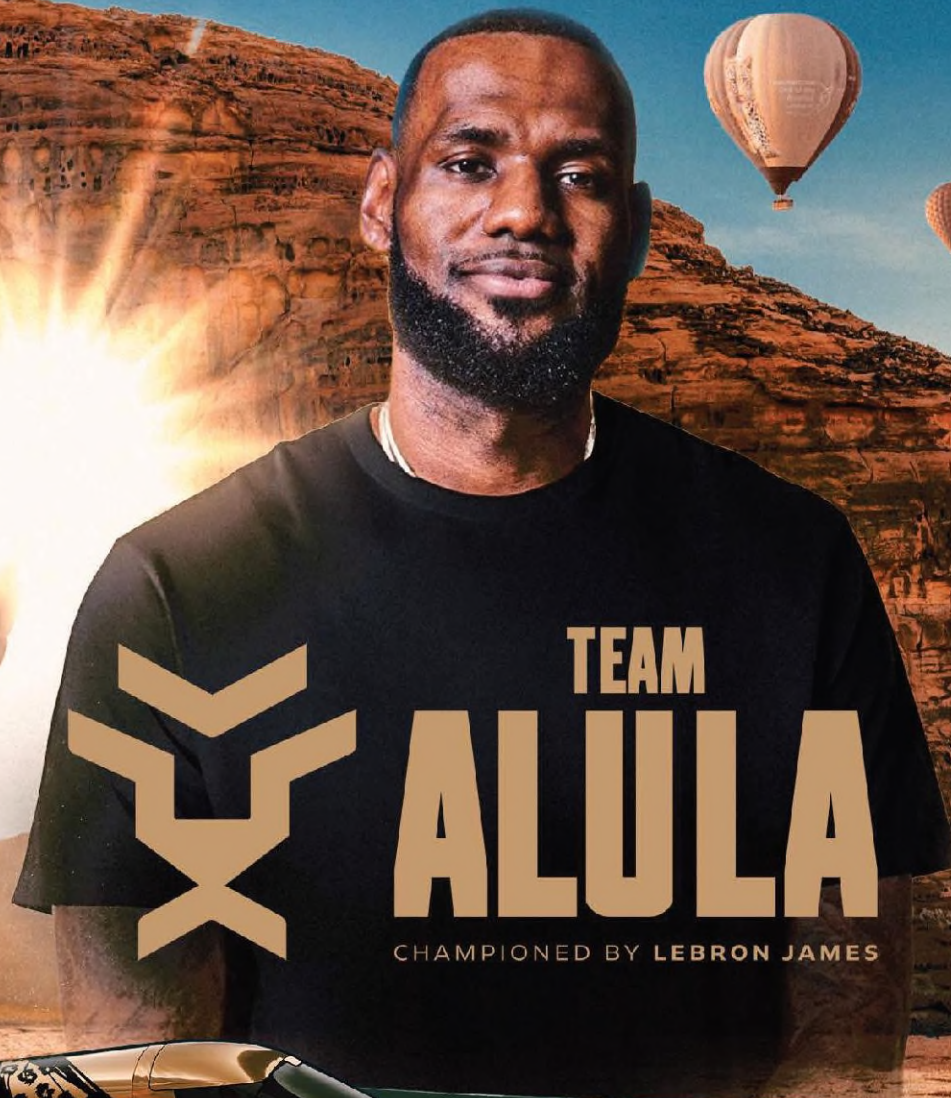
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