
From: [REDACTED]
Sent: Friday, April 4, 2025 11:15 AM
To: [REDACTED]
Subject: RE: Hi [REDACTED] - Invite: Miami E-Prix

Hi [REDACTED] – thanks again for catching up last week. Circling back to this.

I won't have the final press release for you to review until early next week, but I wanted to send you some additional information on this launch so that you can run it by your editor and see if it will be a fit for coverage.

Hopefully you find it timely. The Miami E-Prix is Formula E's only race on US soil this year, and first visit to Miami since 2015. FE has data that represents significant growth in viewership in the U.S. I can get the numbers for you.

Here are some more details. The embargo will lift Thursday AM:

- [REDACTED]
- [REDACTED]
- [REDACTED]

[REDACTED]

- [REDACTED]

Please let us know your thoughts and if there is anything else you need to make this a reality.

Appreciate your consideration,

[REDACTED]

[REDACTED]
Associate Vice President

[REDACTED]



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From: [REDACTED]
Sent: Friday, March 28, 2025 1:36 PM
To: [REDACTED]
Subject: RE: Hi [REDACTED] - Invite: Miami E-Prix

Hi [REDACTED] – have 5 mins to catch up this afternoon? Sorry for the phone tag yesterday. Wanted to present one other idea.

Best,

[REDACTED]

[REDACTED]
Associate Vice President

[REDACTED]



From: [REDACTED]
Sent: Thursday, March 27, 2025 12:51 PM
To: [REDACTED]

Subject: Re: Hi [REDACTED] - Invite: Miami E-Prix

Hey,

How are you? Thanks for the invite, but I observe Shabbat, so I cannot go. It is also Passover that Saturday night, so it's a double whammy haha. But appreciate you sending this over!

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

On Thu, Mar 27, 2025 at 12:22 PM [REDACTED] > wrote:

Hi [REDACTED] – hope you are well.

Building off the story you worked on with [REDACTED] a few weeks ago regarding Lebron/E1 – we wanted to reach out to see if you would have interest in attending the Miami E-Prix Race in Miami in a few weeks. Please feel free to call me today at [REDACTED] once you have a chance to review, and we can discuss in more detail.

During your time in Miami – our client (PIF) and its partner Formula E would like to host you – and offer you access to drivers, team principals, and partners throughout your time in Miami.

What you will have access to:

- Thursday (April 10): PIF will unveil [REDACTED]
[REDACTED]
- Friday (April 11): At-track with access to interviews with drivers, owners, etc. (a schedule will be developed in collaboration with FE)
- Saturday (April 12): Pace car rides, garage tours, access to PIF hospitality – along with the race.

Some additional context – Formula E is growing quickly in popularity – experiencing spikes in viewership domestically and globally. Can offer more context and data if interested.

Obviously – you will have the freedom to schedule meetings on your own as well.

Let me know your thoughts,

[REDACTED]

[REDACTED]

Associate Vice President

[REDACTED]



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From: [REDACTED]
Sent: Friday, April 4, 2025 12:24 PM
To: [REDACTED]
Subject: Hi [REDACTED] - Story idea: Formula E (the electric F1) is coming to Miami

Hi [REDACTED] – hope you are well. Greetings from up the road in [REDACTED].

Reaching out to put an event on your radar. [Formula E](#) (think the electric version of Formula 1) is coming to Miami next week. This is their only race on US soil this year, and first visit to Miami since 2015. The event is being held at [REDACTED].

Not only is there an exciting sustainability story to tell - Formula E is the first sport with a certified net zero carbon footprint from inception – there is also a [REDACTED]. [REDACTED]. Formula E, and its partner PIF (our client), will be [REDACTED]. [REDACTED]. The aim of the program is to provide access and opportunity for [REDACTED]. [REDACTED].

If you are available/interested in pursuing a story on this, there are a few options:

- Thursday (April 10): [REDACTED]
[REDACTED]
- Friday (April 11): At-track with access to interviews with executives, drivers, owners, etc.
- Saturday (April 12): Raceday with access to interviews with executives, drivers, owners; Pace car rides, pit lane access, garage tours, access to PIF hospitality

In addition, we are happy to host you at the race on Saturday if you just want to check out the action. Please let me know your thoughts when you have a moment.

Best,

[REDACTED]



Associate Vice President



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