
From: [REDACTED]
Sent: Thursday, July 17, 2025 9:50 AM
To: [REDACTED]
Subject: Formula E and PIF's 'Driving Force Presented by PIF' Educational Youth Program Surpasses 50,000 Student Target

Hello [REDACTED] –

Hope you are doing well, been too long! Great [REDACTED] season to date!

Passing on the following update on Formula E & PIF Driving Force program. If anyone on your team would be interested, please let me know.

FORMULA E AND PIF'S "DRIVING FORCE PRESENTED BY PIF" EDUCATIONAL YOUTH PROGRAM SURPASSES 50,000 STUDENT TARGET

WHAT: Groundbreaking educational program, Formula E's "Driving Force Presented by PIF," focused on STEM learning and sustainability, achieves milestone of impacting more than 50,000 students worldwide nearly six months ahead of its year-end 2025 target.

WHERE: Hammersmith Academy, London, United Kingdom

WHO: PIF and Formula E

BACKGROUND CONTEXT: Formula E and PIF announce that their flagship STEM and sustainability youth education program "Driving Force Presented by PIF" has achieved its target of engaging and positively impacting more than 50,000 students globally, following its latest school workshop at Hammersmith Academy in London. In-person school workshops also took place in Jeddah and Miami.

Launched in April 2025, ahead of the Miami E-Prix, "Driving Force Presented by PIF" is a multi-dimensional learning program designed to engage and inspire students aged 8 to 18 on shaping the future of mobility through interactive workshops, hands-on learning experiences and digital resources.

The milestone is significant, with the 50,000 student target initially set for the end of 2025. This achievement reinforces Formula E and PIF's commitment to advancing electric mobility by inspiring and empowering the next generation of sustainability leaders through these STEM initiatives.

B-ROLL / PHOTO SELECTIONS: B-roll footage taken at the latest "Driving Force Presented by PIF" activation can be found here, with photos selections attached:

- [B-Roll](#)

Interviews Included:

- Beth Paretta, VP of Sporting at Formula E
- Lauren Ferrell, Head of STEM at Hammersmith Academy
- Sophie Harrowes, Head of Careers at Hammersmith Academy

Hedda Hosas, Extreme H Racing Driver

- Student at Hammersmith Academy
- Julia Palle, VP of Sustainability at Formula E

PIF and Formula E's announcement relating to the launch of Driving Force in April 2025 can be found [here](#).

Best,

[REDACTED]

[REDACTED]

Senior Vice President, Sports

[REDACTED]



This material is distributed by Prosek Partners on behalf of The Public Investment Fund. Additional information is available at the Department of Justice, Washington, DC.

From: [REDACTED]
Sent: Thursday, July 17, 2025 9:48 AM
To: [REDACTED]
Subject: Formula E and PIF's 'Driving Force Presented by PIF' Educational Youth Program Surpasses 50,000 Student Target

Hello [REDACTED] –

Passing on the following update on Formula E & PIF Driving Force program. If you happen to have any questions, or would like to speak someone in more detail, please let me know.

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- Student at Hammersmith Academy

- Julia Palle, VP of Sustainability at Formula E

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Best,

[REDACTED]

[REDACTED]

Senior Vice President, Sports

[REDACTED]



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From: [REDACTED]
Sent: Thursday, July 17, 2025 10:11 AM
To: [REDACTED]
Subject: Formula E and PIF's 'Driving Force Presented by PIF' Educational Youth Program Surpasses 50,000 Student Target

Hello [REDACTED] –

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WHO: PIF and Formula E

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- Student at Hammersmith Academy

- Julia Palle, VP of Sustainability at Formula E

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Best,

[Redacted]

[Redacted]

Senior Vice President, Sports

[Redacted]



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From: [REDACTED]

Sent: Thursday, July 17, 2025 10:13 AM

To: [REDACTED]

Subject: Formula E and PIF's 'Driving Force Presented by PIF' Educational Youth Program Surpasses 50,000 Student Target

My man – Hope you are well. Passing on the following update on Formula E & PIF Driving Force program. If you happen to have any questions, please let me know.

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WHO: PIF and Formula E

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- Student at Hammersmith Academy
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Best,

[REDACTED]

[REDACTED]

Senior Vice President, Sports

[REDACTED]



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From: [REDACTED]

Sent: Thursday, July 17, 2025 10:15 AM

To: [REDACTED]

Subject: Formula E and PIF's 'Driving Force Presented by PIF' Educational Youth Program Surpasses 50,000 Student Target

Hello [REDACTED] –

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WHO: PIF and Formula E

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Best,

[REDACTED]

[REDACTED]

Senior Vice President, Sports

[REDACTED]



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From: [REDACTED]

Sent: Thursday, July 17, 2025 10:16 AM

To: [REDACTED]

Subject: Formula E and PIF's 'Driving Force Presented by PIF' Educational Youth Program Surpasses 50,000 Student Target

Hello [REDACTED] –

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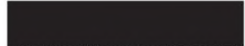
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Best,



Senior Vice President, Sports



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From: [REDACTED]

Sent: Thursday, July 17, 2025 10:18 AM

To: [REDACTED]

Subject: Formula E and PIF's 'Driving Force Presented by PIF' Educational Youth Program Surpasses 50,000 Student Target

Hello [REDACTED] –

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Best,

[Redacted]

[Redacted]

Senior Vice President, Sports

[Redacted]



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Best,

[REDACTED]

[REDACTED]

Senior Vice President, Sports

[REDACTED]



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From: [REDACTED]

Sent: Thursday, July 17, 2025 10:19 AM

To: [REDACTED]

Subject: Formula E and PIF's 'Driving Force Presented by PIF' Educational Youth Program Surpasses 50,000 Student Target

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[REDACTED]

[REDACTED]

Senior Vice President, Sports

[REDACTED]



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From: [REDACTED]

Sent: Thursday, July 17, 2025 10:25 AM

To: [REDACTED]

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Best,

[REDACTED]

[REDACTED]

Senior Vice President, Sports

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