
From: [REDACTED]
Sent: Thursday, July 17, 2025 9:19 AM
To: [REDACTED]
Subject: Formula E and PIF's "Driving Force Presented by PIF" Educational Youth Program Surpasses 50,000 Student Target

MEDIA ADVISORY

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.

WHEN: 16 July 2025

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.

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

- [B-Roll](#)

INTERVIEWS INCLUDED:

- Beth Paretta, VP of Sporting at Formula E
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Sent: Thursday, July 17, 2025 9:24 AM
To: [REDACTED]
Subject: Formula E and PIF's "Driving Force Presented by PIF" Educational Youth Program Surpasses 50,000 Student Target

Hi [REDACTED] - hope you are well. Thought this might be interesting for any [REDACTED] coverage that might come up. Formula E is the highest class of competition for electrically powered single-seater racing cars.

Best,

[REDACTED]

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[REDACTED]
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[REDACTED]



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From: [REDACTED]
Sent: Friday, July 18, 2025 8:54 AM
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: EXTERNAL:- Re: Invite: Meet PIF Onsite at Formula E Season Finale

Of course, had completely forgotten about F1. And thanks for the quick response. Do you have another colleague who'd be keen by any chance? We thought nice to build have [REDACTED] involved. Hope Belgium goes well.

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[REDACTED]
Managing Director
Prosek Partners
[REDACTED]

From: [REDACTED] >
Sent: Friday, July 18, 2025 8:35:32 am
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: EXTERNAL:- Re: Invite: Meet PIF Onsite at Formula E Season Finale

Hi [REDACTED] thanks for the offer but I'll be in Belgium for the Formula 1. Best, [REDACTED]
Sent from my iPhone

On 18 Jul 2025, at 08:33, [REDACTED] >

wrote:

Hi [REDACTED],

If you could let us know this morning that would be great as we will need to sort out accreditations. We are inviting only a handful of media and we thought you may be interested given your role following racing /Formula 1 at [REDACTED].

Thanks,

[REDACTED]

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[REDACTED]

Managing Director
Prosek Partners

[REDACTED]

From: [REDACTED]
Sent: Thursday, July 17, 2025 10:03:44 pm
To: [REDACTED]
Cc: [REDACTED]
Subject: Invite: Meet PIF Onsite at Formula E Season Finale

Hello [REDACTED] -

I hope you're doing well.

I'm reaching out on behalf of PIF to invite you to their hospitality area for the Formula E season finale in London next week. You can choose to join us for the race on either the 26th or 27th.

This would be an off-the-record engagement, offering a chance to meet and mingle with PIF executives, as well as an opportunity to learn more about PIF and its sponsorship strategy in motorsports and beyond. We're also offering hot laps, pit lane access, garage tours, and exclusive access to the VIP hospitality area.

Please let us know if you're interested and which day works best for you.

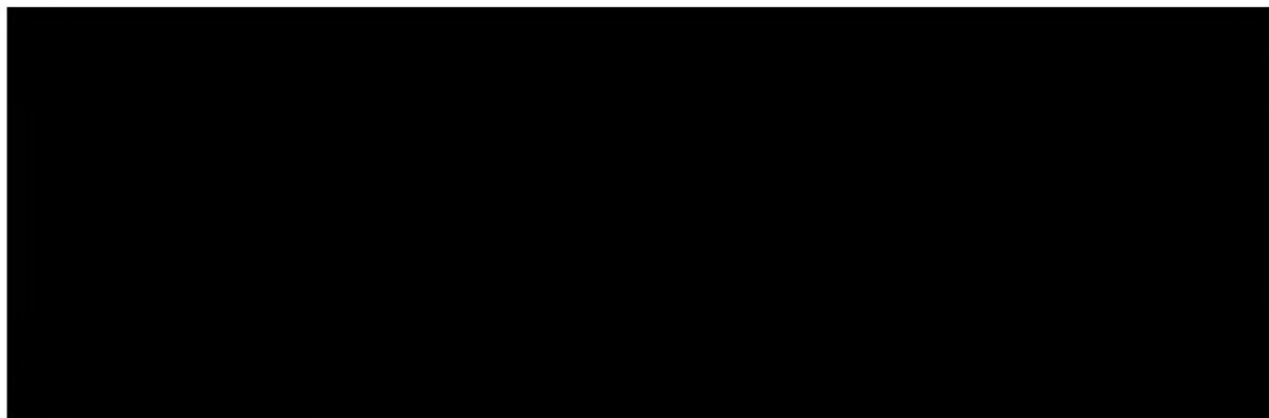
Best,

[REDACTED]



<image001.jpg>

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Sent: Friday, July 18, 2025 11:50 AM
To: [REDACTED]
Subject: RE: Formula E London race / STEM initiative

[REDACTED]
As discussed separately, see below and attached for info/pics/videos on the school event last Wednesday. I am trying to find out re driver availability, also pending any interest you may have in attending race as a hospitality guest of PIF. Note: on other media publication has covered this yet.
Thanks,

[REDACTED]
+++

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.

WHEN: 16 July 2025

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 / PHOTOS: 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](#).

[REDACTED]

Managing Director

[REDACTED]



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From: [REDACTED]

Sent: Thursday, July 10, 2025 6:42 PM

To: [REDACTED]

Subject: RE: Formula E London race / STEM initiative

[REDACTED]

Just a quick placeholder note to confirm that we are still on for next **Wednesday 16th 2pm at Hammersmith Academy (if you have the ability to arrive by 1.30/1.45pm, that is even better)**. I'll send you all the final information ASAP.

Plan is for drivers to arrive for around 1.40pm, there will be a session with the kids from 2.10-3.10pm and then plenty of time for interviews with Drivers, FE execs and teacher quotes, before they leave. There will be a car on show and plenty of imagery provided.

Any question let me know of course.

Thanks,

[REDACTED]

[REDACTED]

Managing Director

[REDACTED]



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From: [REDACTED]

Sent: Wednesday, July 9, 2025 9:12 AM

To: [REDACTED]

Subject: Re: Formula E London race / STEM initiative

My apologies for not getting back to you. Any time after 11.

From: [REDACTED]

Sent: 09 July 2025 09:05

To: [REDACTED]

Subject: Re: Formula E London race / STEM initiative

You don't often get email from [REDACTED]. [Learn why this is important](#)

External Sender

Hi [REDACTED], when would be good to speak today?

[REDACTED]

Managing Director

Prosek Partners

[REDACTED]

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From: [REDACTED] >
Sent: Tuesday, July 8, 2025 11:29:50 am
To: [REDACTED]
Subject: RE: Formula E London race / STEM initiative

Hi [REDACTED],
Just a note to say that I'll be in touch asap on this. Ill drop you another email with a suggested time to speak later on. But we are definitely 'on' for the 16 July next week.
Thanks,
[REDACTED]

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[REDACTED]
Managing Director

[REDACTED]



From: [REDACTED]
Sent: Friday, July 4, 2025 4:37 PM
To: [REDACTED]
Subject: Re: Formula E London race / STEM initiative

Thanks [REDACTED]. Will confirm all the info for you and get in touch Tues.
[REDACTED]

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[REDACTED]
Managing Director
Prosek Partners

[REDACTED]

From: [REDACTED]
Sent: Friday, July 4, 2025 4:26:23 PM
To: [REDACTED]
Subject: Re: Formula E London race / STEM initiative

Hi [REDACTED]

Thanks for this. Would help if one of the drivers is from London and the South East and has a non traditional route into Formula E racing, but not essential.

I'm back on days Tuesday morning. Any time after 11 is good.

[REDACTED]

Sent from [Outlook for iOS](#)

From: [REDACTED]

Sent: Friday, July 4, 2025 4:12 pm

To: [REDACTED]

Subject: Fw: Formula E London race / STEM initiative

You don't often get email from [REDACTED]. [Learn why this is important](#)

External Sender

[REDACTED]

Hope all is well. [REDACTED] said you might be interested in the below. Have a look and if so, do you want to discuss next steps early next week?

Look forward to hearing from you,

[REDACTED]

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[REDACTED]

Managing Director

[REDACTED]

[REDACTED]



From: [REDACTED]

Sent: Friday, July 4, 2025 11:21:30 am

To: [REDACTED]

Subject: Formula E London race / STEM initiative

H [REDACTED],

I'm a Managing Director at Prosek Partners. I've done a fair bit of work with [REDACTED] (when he was at [REDACTED]) and [REDACTED] in the past, across business of sports but don't think we've done much work together yet.

Coming to you with this one as we are working on a project with PIF around the upcoming Formula E London race (26-27 July), which they are a partner to. In the run up to the race, they are supporting a STEM-focused workshop for students aged 8-18 on the 16th July at Hammersmith Academy, which will involve Formula E drivers and executives.

Know you normally focus on business (as I do!) but my team noticed you had covered STEM/business Initiatives before so thought we would reach out to see if any interest in attending and covering. There will be the opportunity for interviews with the drivers and executives, and a chance to build up a bit of coverage ahead of the actual event (which I assume ES will be covering!).

If not for you, maybe someone else on the team? It's an inner-London outreach event so cuts across business, sports and education I suppose. We are granting access to x3 media only, one broadcast, one London paper and one automotive trade. Whoever attends will have the opportunity to also attend the race, as a follow up. If of interest, my team can help setup.

Look forward to a response either way! Have also enclosed below some footage from the inaugural event in Miami earlier this year. [REDACTED]

+++

[Driving Force Presented by PIF launched in April in Miami, FL](#). The below link includes b-roll and sound bites from the Miami event if you're interested in taking a look:

[\[https://aurora.cimediacloud.com/r/Cur0QyqhBJ3g\]](https://aurora.cimediacloud.com/r/Cur0QyqhBJ3g)

- Tatiana Egozcue, Principal at Keys Gate Charter School
- Jamie Chadwick, Formula E Driver
- Nick Cassidy, Formula E Driver
- Julia Palle, Formula E Vice President of Sustainability

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[REDACTED]
Managing Director



[REDACTED]

[REDACTED]

From: [REDACTED]

Sent: Friday, July 18, 2025 8:51 AM

To: [REDACTED]

[REDACTED]

Subject: Re: Invitation on Behalf of PIF: Formula E Race

Of course [REDACTED], that would be fine. Let me email him to check. And hope Belgium goes well. Had completely forgotten it was same weekend!

[REDACTED]

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[REDACTED]

Managing Director
Prosek Partners

[REDACTED]

From: [REDACTED]

Sent: Friday, July 18, 2025 8:40:38 am

To: [REDACTED]

[REDACTED]

Subject: Re: Invitation on Behalf of PIF: Formula E Race

Hi [REDACTED], and thank you for the invitation. Normally I would be very interested but unfortunately I will be in Belgium for the F1 Grand Prix that weekend. I was wondering whether my colleague [REDACTED] might be able to attend instead of me. He covers a range of sports but primarily football, golf and tennis and was interested in attending

one of the Formula E races anyway. I passed your email on to him but he's contactable at [REDACTED]
All the best, [REDACTED]

Sent from [Outlook for iOS](#)

From: [REDACTED]
Sent: Friday, July 18, 2025 8:34:37 AM
To: [REDACTED]
Subject: [EXT] Re: Invitation on Behalf of PIF: Formula E Race

External Email: Use caution with links and attachments.

Hi [REDACTED],
If you could let us know this morning that would be great as we will need to sort out accreditations. We are inviting only a handful of media and we thought you may be interested given your role following racing /Formula 1 at [REDACTED].

Thanks,
[REDACTED]

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[REDACTED]
Managing Director
Prosek Partners
[REDACTED]

From: [REDACTED]
Sent: Thursday, July 17, 2025 10:08:30 pm
To: [REDACTED]
Subject: Invitation on Behalf of PIF: Formula E Race

Hello [REDACTED] -

I hope you're doing well.

I'm reaching out on behalf of PIF to invite you to their hospitality area for the Formula E season finale in London next weekend. You can choose to join us for the race on either

Saturday July 26th or Sunday July 27th.

This would be an off-the-record engagement, offering a chance to meet and mingle with PIF executives, as well as an opportunity to learn more about PIF and its sponsorship strategy in motorsports and beyond.

We're also offering hot laps, pit lane access, garage tours, and exclusive access to the VIP hospitality area.

Please let us know if you're interested and which day works best for you.

Best,

[Redacted]

[Redacted]

Senior Vice President, Sports

[Redacted]



prosek

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From: [REDACTED]
Sent: Friday, July 18, 2025 1:55 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Invitation on Behalf of PIF: Formula E Race

Hi [REDACTED],
Sorry to chase – just wondering if of interest as we finalise accreditations. Ideally we'd hear today if at all possible. But if you need more time to arrange your schedule, let us know.

[REDACTED] suggested you might be interested. Sunday 27th is quite free right now so we could make space for you then.

Thanks,

[REDACTED]

[REDACTED]
Managing Director

[REDACTED]



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From: [REDACTED]
Sent: Friday, July 18, 2025 8:57 AM
To: [REDACTED]
Cc: [REDACTED]
Subject: Fw: Invitation on Behalf of PIF: Formula E Race

[REDACTED], see below. Your colleague [REDACTED] suggested we get in touch. If you can let us know this morning, would be great to have you and apologies for quick turnaround .Thanks,

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[REDACTED]
Managing Director
Prosek Partners
[REDACTED]

From: [REDACTED]
Sent: Friday, July 18, 2025 8:50:43 am
To: [REDACTED]
[REDACTED]
Subject: Re: Invitation on Behalf of PIF: Formula E Race

Of course [REDACTED], that would be fine. Let me email him to check. And hope Belgium goes well. Had completey forgotten it was same weekend!

[REDACTED]

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[REDACTED]
Managing Director
Prosek Partners
[REDACTED]

From: [REDACTED]
Sent: Friday, July 18, 2025 8:40:38 am
To: [REDACTED]
[REDACTED]
Subject: Re: Invitation on Behalf of PIF: Formula E Race

Hi [REDACTED], and thank you for the invitation. Normally I would be very interested but unfortunately I will be in Belgium for the F1 Grand Prix that weekend. I was wondering whether my colleague [REDACTED] might be able to attend instead of me. He covers a range of sports but primarily football, golf and tennis and was interested in attending one of the Formula E races anyway. I passed your email on to him but he's contactable at [REDACTED]

All the best, [REDACTED]

Sent from [Outlook for iOS](#)

From: [REDACTED]
Sent: Friday, July 18, 2025 8:34:37 AM
To: [REDACTED]
Subject: [EXT] Re: Invitation on Behalf of PIF: Formula E Race

External Email: Use caution with links and attachments.

Hi [REDACTED],
If you could let us know this morning that would be great as we will need to sort out accreditations. We are inviting only a handful of media and we thought you may be interested given your role following racing /Formula 1 at [REDACTED].

Thanks,

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[REDACTED]
Managing Director
Prosek Partners
[REDACTED]

From: [REDACTED]
Sent: Thursday, July 17, 2025 10:08:30 pm
To: [REDACTED]
Cc: [REDACTED]
Subject: Invitation on Behalf of PIF: Formula E Race

Hello [REDACTED] -

I hope you're doing well.

I'm reaching out on behalf of PIF to invite you to their hospitality area for the Formula E season finale in London next weekend. You can choose to join us for the race on either Saturday July 26th or Sunday July 27th.

This would be an off-the-record engagement, offering a chance to meet and mingle with PIF executives, as well as an opportunity to learn more about PIF and its sponsorship strategy in motorsports and beyond.

We're also offering hot laps, pit lane access, garage tours, and exclusive access to the VIP hospitality area.

Please let us know if you're interested and which day works best for you.

Best,

[Redacted]

[Redacted]

Senior Vice President, Sports

[Redacted]



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Begin forwarded message:

From: [REDACTED]
Subject: Re: [EXT] Re: Driving Force - London Formula E opp
Date: 7 July 2025 at 12:29:57 WEST
To: [REDACTED]

Hi [REDACTED]

When are these opportunities?

Sent from my iPhone

On 7 Jul 2025, at 11:13, [REDACTED]
[REDACTED] wrote:

WARNING: External Sender - Do not click any links or open attachments unless you recognise the sender and know the content is safe.

Hi [REDACTED], do you have time to catch up today?

All best,

[REDACTED]

[REDACTED]

Founder and MD

[REDACTED]

[REDACTED]

On 4 Jul 2025, at 10:58, [REDACTED]
[REDACTED] wrote:

Hi [REDACTED],

It's [REDACTED] here, formerly with [REDACTED] and

[REDACTED]. I hope you're doing well.

Ahead of the London Formula E race at the end of the month, I have a potential opportunity involving a London school, Formula E drivers, cars and senior execs.

Are you free to chat this morning?

All best,

[REDACTED]

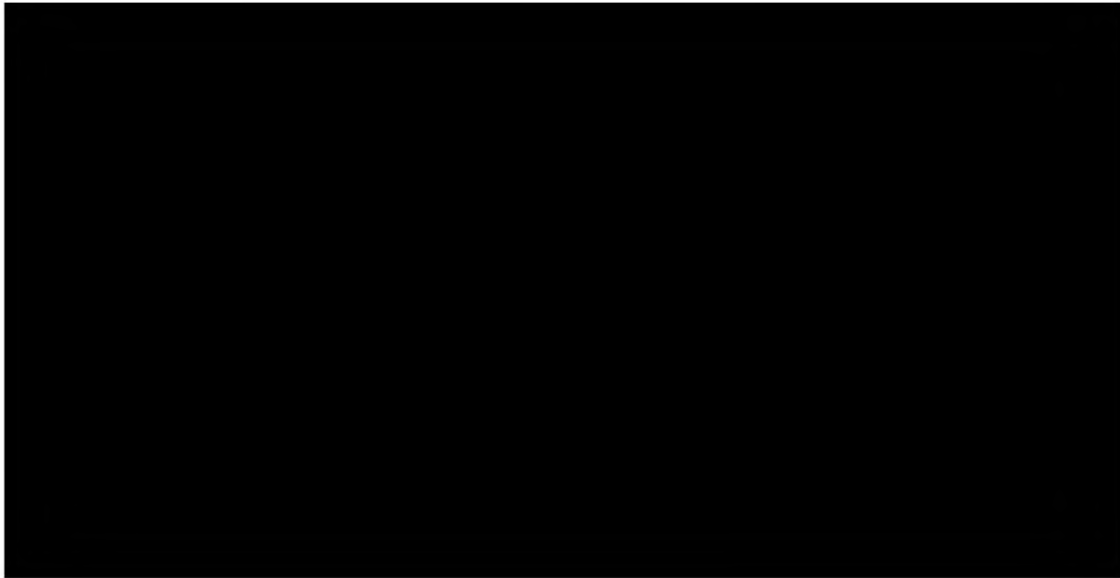
[REDACTED]

Founder and M |

[REDACTED]

[REDACTED]

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Begin forwarded message:

From: [REDACTED]
Subject: Re: [EXT] Re: Driving Force - London Formula E opp
Date: 12 July 2025 at 08:46:20 WEST
To: [REDACTED]

Hi [REDACTED],

I spoke to the planning team. They said they have already done a similar report on a send workshop with formula E.

Are there any other options?

Whats the network session?

Sent from [Outlook for Android](#)

From: [REDACTED]
Sent: Monday, July 7, 2025 12:55:00 pm
To: [REDACTED]
Subject: Re: [EXT] Re: Driving Force - London Formula E opp

Hi [REDACTED],

The school event is Wednesday 16th July at Hammersmith Academy, as build up to the London Formula E race on 26-27 July.

It'll be a STEM-focused workshop for students aged 8-18, titled 'Driving Force Presented by PIF'. We'll have a couple of Formula E drivers there with a race car and senior FE execs. 40k students have been reached by such workshops as FE travels the world - the last event was in Miami. You'd be the exclusive broadcaster there on the 16th.

The PIF would also like to invite you for a networking session with their senior team at the London race.

All best,
[REDACTED]

[REDACTED]
Founder and MD

On 7 Jul 2025, at 12:30, [REDACTED]
wrote:

Hi [REDACTED],

When are these opportunities?

Sent from my iPhone

On 7 Jul 2025, at 11:13, [REDACTED]
[REDACTED] wrote:

WARNING: External Sender - Do not click any links or open attachments unless you recognise the sender and know the content is safe.

Hi [REDACTED] do you have time to catch up today?

All best,

[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]

On 4 Jul 2025, at 10:58, [REDACTED]
[REDACTED] wrote:

Hi [REDACTED],

It's [REDACTED] here, formerly with [REDACTED]. I hope you're

doing well.

Ahead of the London Formula E race at the end of the month, I have a potential opportunity involving a London school, Formula E drivers, cars and senior execs.

Are you free to chat this morning?

All best,

[REDACTED]

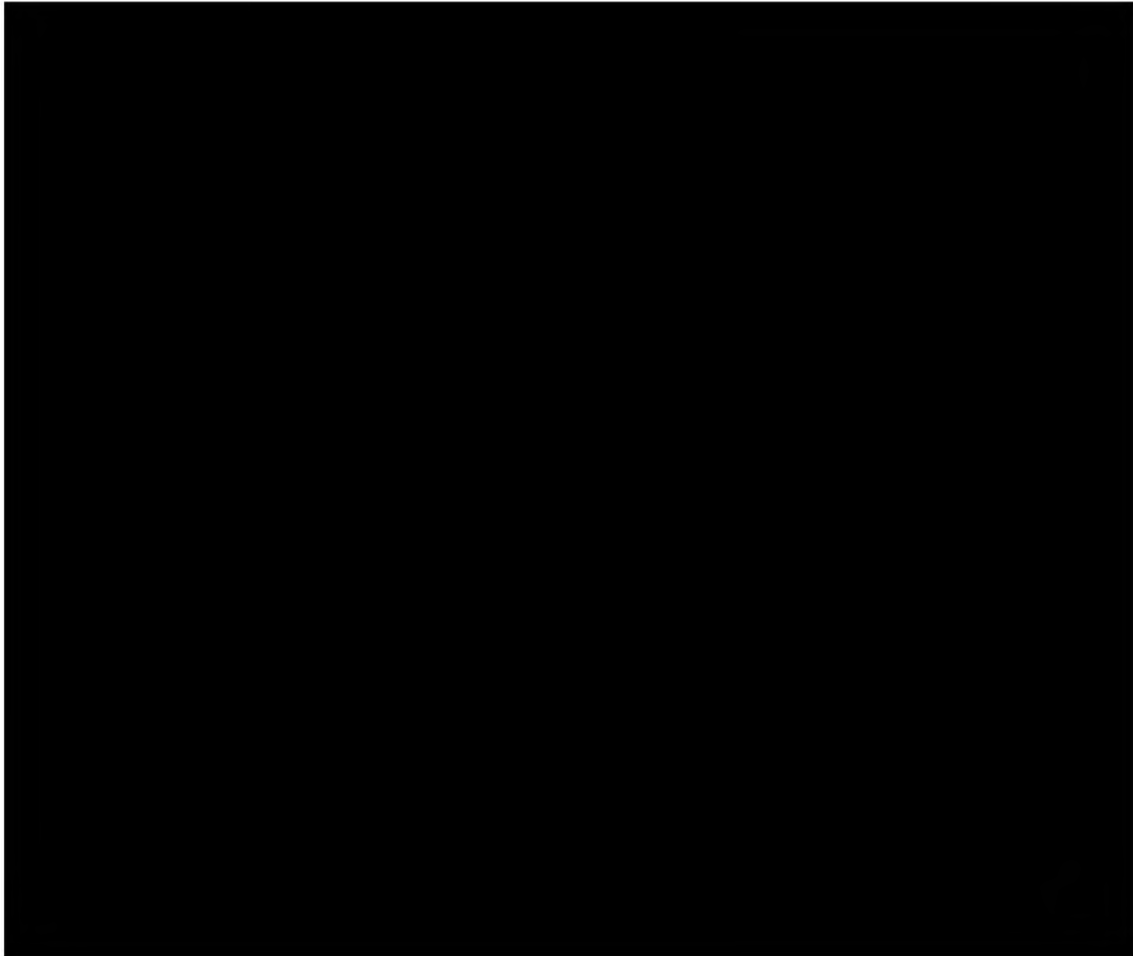
[REDACTED]

Founder and MD

[REDACTED]

[REDACTED]

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Begin forwarded message:

From: [REDACTED]
Subject: Formula E London - STEM workshop - 16th July
Date: 9 July 2025 at 13:22:46 WEST
To: [REDACTED]

Hi [REDACTED],

A little more info and formal invite below.

As we approach the annual **Formula E race in London at the ExCel** at the end of the month, I wanted to invite you to attend and cover a STEM-focused workshop for students ages 8 to 18 titled, **“Driving Force Presented by PIF,”** happening on the **16th of July at [Hammersmith Academy](#)**. This is part of the leadup to the race on the 26-27 July.

It is the only London workshop open to media and a small sample of x3 media representatives have been invited – you will be the only broadcaster being granted **exclusive access to the Formula E drivers and executives attending**.

[Driving Force Presented by PIF launched in April in Miami, FL](#). The below link includes b-roll and sound bites from the Miami event if you’re interested in taking a look:

[\[https://aurora.cimediacloud.com/r/Cur0QyqhBJ3g\]](https://aurora.cimediacloud.com/r/Cur0QyqhBJ3g)

- Tatiana Egozcue, Principal at Keys Gate Charter School
- Jamie Chadwick, Formula E Driver
- Nick Cassidy, Formula E Driver
- Julia Palle, Formula E Vice President of Sustainability

Please let me know if you would be interested in attending and **interviewing the Formula E drivers and executives** who will be facilitating the workshop.

All best,



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Hi [REDACTED] - hope all well and you recovered from your night reporting the other day. Are you still interested in covering? Ill send you all the info from the day in an email. To speak to a driver, a few options we can explore: 1. Zoom but not sure if that will be possible so tbc; 2. Written questions and answers, again tbc; 3. You are also welcome to attend the race next weekend and we may be able to give you access to a driver then. Noting that this would also involve hospitality access so access to pit lane etc. let me know if of interest.

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Text message



Thanks for sending, if Zoom isn't available, where will the race meeting be?

Is at the Excel on 26th/27th July. I can about the Zoom that said so bear with me if that is the preference and assuming written Q&A doesn't work?

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[REDACTED] I'm told unfortunately no FE driver is now able to make it tomorrow because of various last minute constraints. All last minute. We will still have a female Extreme H driver present (Hedda Hosas who has a fascinating background) and two senior FE executives all available for interviews, in addition to teachers/students of course, a branded race car for show, the workshop activation and other bits. I know interviewing an FE driver was a big element of the story for you so perfectly understand if it now makes it less attractive and interesting for you to attend. Although the story is still an interesting one in the context of STEM inner

← [REDACTED] ☎ ⋮

anymore. Otherwise, we look forward to seeing you tomorrow. Please bring photo ID for checks at entrance of school! I'll be there to welcome you. And many many apologies again for the last minute change, know it's not great form at all...but will do our best to make it work for you nonetheless. [REDACTED]

If we rescheduled would it be days / weeks? It's still best to talk to a FE driver. Can we do over Teams/Zoom in the next week.. and then mention the inner London initiative?

Thanks for letting me know [REDACTED]

← [REDACTED] ☎ ⋮

only 1-2 hours. We can then try to arrange a conversation with a Driver at separate time. Would that work?

Also the bit you are due to join is definitely the most interesting/relevant and Hedda, the Extreme H driver, will be very visible then + available for interview.

Wednesday • 01:13

I'm out with the police on a job which finishes at 6am. Teams would probably help me, but I'll speak tomorrow.

Wednesday • 09:52

Ouch, good luck! It would be great to see you, people here are hoping for it and it's about the Activation with the Driver interview the cherry on top, that can follow hopefully. It'd be really helpful to have you here today. But do what you can ofc! Cheers.

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