
From: [REDACTED]
Sent: Wednesday, July 23, 2025 12:33 PM
To: [REDACTED]
Subject: Re: Formula E London race / STEM initiative

Thanks I'll look at this at 2.30. Hero.

Sent from [Outlook for iOS](#)

From: [REDACTED]
Sent: Wednesday, July 23, 2025 12:22:19 PM
To: [REDACTED]
Subject: RE: Formula E London race / STEM initiative

External Sender

[REDACTED]
Good news! I was able to get the quote you needed, from [REDACTED]
[REDACTED], one of the few female drivers in the industry and currently a Formula E reserve driver for Jaguar TCS Racing team, and passionate about STEM initiatives. See below, with the right attribution. Inclusive of the information/data I provided below in our Media Note on the workshop last week (which I reenclose immediately below the quote) + the photos and video clips from Hammersmith Academy event, have you got everything you need to run the story about this PIF and Formula E STEM initiative? Let me know.

Thanks again for your patience here,

[REDACTED]

+++

Quote to be attributed to [REDACTED], **Formula E Reserve Driver for the Jaguar TCS Racing team:**



+++

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: Monday, July 21, 2025 12:06 PM
To: [REDACTED]
Subject: Re: Formula E London race / STEM initiative

Thanks so much for trying to set up. I'm entirely in your hands as to whether you'd like something in before or after the event.

Sent from [Outlook for iOS](#)

From: [REDACTED]
Sent: Monday, July 21, 2025 11:25:42 AM
To: [REDACTED]
Subject: RE: Formula E London race / STEM initiative

External Sender

Hi [REDACTED] – hope you had a good weekend. Still waiting to hear how we can make the driver interview happen – as we are in the leadup to the race, seems everything takes time. Would you be able to attend the race if that was the best option to get an interview with a Driver? You would be hosted by PIF as accredited media and this would also include experiences such as hot laps, pit lane access, garage tours, and exclusive access to the VIP hospitality area. Either Saturday or Sunday, whichever works best – at the ExCel centre.

But I'm also pushing for separate access if that works better for you.

Just let me know today for the race as this is the deadline for accreditations – thanks, [REDACTED]

[REDACTED]
Managing Director

[REDACTED]



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From: [REDACTED]
Sent: Friday, July 18, 2025 11:53 AM
To: [REDACTED]
Subject: Re: Formula E London race / STEM initiative

These pictures are great. Thank you. We'll get this in. I just need one driver to talk.

From: [REDACTED]
Sent: 18 July 2025 11:49
To: [REDACTED]
Subject: RE: Formula E London race / STEM initiative

External Sender

[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

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- [B-Roll](#)

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- 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

Hi [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]

[REDACTED]

[REDACTED]



From: [REDACTED]
Sent: Wednesday, July 23, 2025 9:49 AM
To: [REDACTED]
Subject: RE: Invitation on Behalf of PIF: Formula E Race

[REDACTED], confirming you should get a Media Accreditation email today with a link for registration. Let me know if you don't. But we have you down as attending Sunday PIF hosting regardless, let me know if any issue there.

Thanks, [REDACTED]

[REDACTED]
Managing Director



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From: [REDACTED]
Sent: Tuesday, July 22, 2025 10:27 PM
To: [REDACTED]
Subject: Re: Invitation on Behalf of PIF: Formula E Race

Sunday is the only day available at this stage. Hope that ends up working!

[REDACTED]
Managing Director

Prosek Partners
[REDACTED]

From: [REDACTED]
Sent: Tuesday, July 22, 2025 10:21:18 pm
To: [REDACTED]
Subject: Re: Invitation on Behalf of PIF: Formula E Race

That's a good plan ...let me just confirm which day better. I would come in the afternoon.
thanks

[REDACTED]

Sent from [Outlook for iOS](#)

From: [REDACTED]
Sent: Tuesday, July 22, 2025 8:35 pm
To: [REDACTED]
Cc: [REDACTED]
Subject: [EXT] Re: Invitation on Behalf of PIF: Formula E Race

External Email: Use caution with links and attachments.

Hi [REDACTED], we will try for media accreditation but may be too late. Will depend on FIA. However, even if that doesn't come through, you are still welcome to attend the PIF suite/hosting on Sunday which will include VIP experiences/access to various interviews and obviously ticket to the race etc. It would just mean that you would not be able to access the Media Centre itself.

Would that still be if interest should accreditation not come through? If so we can organise that ticket at a minimum and see where we get to end of this week on media accreditation. Let me know ASAP.

Race is around 5pm but there is qualifying and other things beforehand so access can start 11am onwards.

Thanks -

[REDACTED]

[REDACTED]

Managing Director
Prosek Partners

[REDACTED]

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From: [REDACTED]
Sent: Tuesday, July 22, 2025 7:27:10 pm
To: [REDACTED]
Subject: Re: Invitation on Behalf of PIF: Formula E Race

Hi [REDACTED]
I've been covering golf and had my head in that and only arrived back today.
I could probably come either Saturday or Sunday (not both) if it's not too late to get accredited.

What time does it start?

[REDACTED]

From: [REDACTED]
Sent: Monday, July 21, 2025 12:43 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: [EXT] RE: Invitation on Behalf of PIF: Formula E Race

External Email: Use caution with links and attachments.

[REDACTED] – last attempt at getting hold of you following [REDACTED]'s suggestion as deadline for accreditations is today. Thanks, [REDACTED]

[REDACTED]
Managing Director

[REDACTED]



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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, [REDACTED]

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[REDACTED]
Managing Director
Prosek Partners
[REDACTED]

From: [REDACTED]
Sent: Friday, July 18, 2025 8:50:43 am
To: [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]
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]
[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]

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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From: [REDACTED]
Sent: Monday, July 21, 2025 10:52 AM
To: [REDACTED]
Cc: [REDACTED]
Subject: PIF Hospitality Invitation - Formula E London

Hi [REDACTED], hope you are well.

Wanted to touch base ahead of the Formula E finale this weekend at the ExCel in London. Assuming you are covering the event - would you be interested in swinging by the PIF hospitality area before the race on either Saturday, or Sunday?

[REDACTED], whom you met in Miami, will be in attendance and happy to continue the conversation we started about PIF's motorsport partnerships.

I'm also copying my colleagues [REDACTED] and [REDACTED] - who will also be in town.

Look forward to hearing from you soon.

Best,

[REDACTED]

[REDACTED]
Associate Vice President

[REDACTED]



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From: [REDACTED]
Sent: Wednesday, July 23, 2025 10:40 AM
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: PIF Hospitality Invitation - Formula E London

Hi [REDACTED] - that sounds great.

Unfortunately, I won't be able to attend this race - but I'm going to pass along your number to both [REDACTED] and [REDACTED] and they'll touch base once on-site at ExCel.

Enjoy the season finale!

[REDACTED]

[REDACTED]

Associate Vice President

[REDACTED]



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From: [REDACTED]
Sent: Tuesday, July 22, 2025 5:51 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: PIF Hospitality Invitation - Formula E London

Hey [REDACTED],

Yep, I'll be in London all weekend and would love to chat with you guys. My colleague [REDACTED] will also be there, too. I'd be good to make an introduction.

Thanks,

[REDACTED]

From: [REDACTED]
Sent: 21 July 2025 15:52
To: [REDACTED]
Cc: [REDACTED]
Subject: PIF Hospitality Invitation - Formula E London

Hi [REDACTED] hope you are well.

Wanted to touch base ahead of the Formula E finale this weekend at the ExCel in London. Assuming you are covering the event - would you be interested in swinging by the PIF hospitality area before the race on either Saturday, or Sunday?

[REDACTED], whom you met in Miami, will be in attendance and happy to continue the conversation we started about PIF's motorsport partnerships.

I'm also copying my colleagues [REDACTED] and [REDACTED] - who will also be in town.

Look forward to hearing from you soon.

Best,

[REDACTED]

[REDACTED]
Associate Vice President

[REDACTED]



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