

F1 IN SCHOOLS LAUNCHES NEW BROCHURE AND WEBSITE

1 September 2008.../F1 in Schools, the Formula One™ Technology Challenge, celebrated a fourth successful World Championships in Malaysia this year, and this global educational programme is now operating in 30 countries, reaching over 9 million students. A review of the 2008 World Championship event and an overview of F1 in Schools has been launched with an attractive brochure viewable at the F1 in Schools website, and a printed version available by request online. The UK F1 in Schools website also has a fresh new look, providing students, teachers and participants with all the information on the programme at their fingertips.

The new brochure is beautifully illustrated, conveying the professionalism, international scope, excitement and experience that F1 in Schools offers students. It charts the history of the programme, explains the disciplines covered, highlights the close links that F1 in Schools enjoys with the Formula One™ fraternity and details all the winners at the 2008 World Championships.

Andrew Denford, Founder, F1 in Schools, says of the brochure, “Each year we try to capture the unique and far-reaching benefits of the F1 in Schools challenge in a brochure that is not only a souvenir of the year, but is also a valuable sales tool when we’re talking to new schools, prospective student teams and new countries interested in joining this worldwide challenge. This year the brochure is rich in pictures which tell the story, particularly with the student teams meeting top F1 personalities and being given so many exclusive privileges, behind-the-scenes at the Malaysian Formula One Grand Prix.”

The F1 in Schools website for the UK programme has recently re-launched, with a home page full of news and pictures. The site is a gateway to extensive resources, information, rules and regulations, providing participants with everything they need to compete in the multi-discipline challenge. Additional secure areas of the site allow close communication between the F1 in School organisers and participating teams, with interactive information exchange. The site is at www.F1inSchools.co.uk. The new brochure, entitled Online Executive Summary, can also be viewed here, and requests for a printed version can be submitted by completion of the ‘Contact Us’ form.

F1 in Schools is a global multi-disciplinary challenge for students aged from 9-19 to use CAD/CAM software to design, analyse, manufacture, test and race their miniature F1 car made from balsa wood and powered by compressed air cylinders. Working in teams of between three and six, the students prepare a business plan, develop a budget and raise sponsorship as well as designing and racing their car. The challenge inspires students to learn about science, maths, aerodynamics, design, manufacture, branding, graphics, sponsorship, marketing, leadership, teamwork, media skills and financial strategy, and apply them in a practical, imaginative, competitive and exciting way.

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