

# FORMULA 1 GRAN PREMIO DE MÉXICO 2018™

Mexico City, September 17th, 2018

## FORMULA 1 GRAN PREMIO DE MÉXICO 2018™ ANNOUNCES PARTNERSHIP WITH MOVEMBER FOUNDATION

- Fans of the FORMULA 1 GRAN PREMIO DE MÉXICO™ prepare to celebrate the moustache



The award-winning organising body of the FORMULA 1 GRAN PREMIO DE MÉXICO 2018™ is delighted to announce a partnership with the [Movember Foundation](#), the global men's health organization, which engages men to grow moustaches all over the world in the month of November, raising funds and awareness for important causes: prostate cancer, testicular cancer, men's mental health and suicide prevention.

This year's Grand Prix will be used to launch the annual Movember campaign, with the shared partnership goal of harnessing Formula One's global reach to raise awareness, and to have fun doing good.

The Mexican Grand Prix is proud to do things differently and present a new way to promote Formula 1. The annual Movember campaign is recognised for its light-hearted, disruptive approach to fundraising for causes that affect men globally. Together their partnership will inspire the sport and all its fans worldwide to think and act differently, contributing to the Movember Foundation's drive to help men live happier, healthier and longer lives.

The moustache is an iconic element of Mexican culture, featuring in everything from the fight for justice and democracy in the Mexican Revolution, to the passion of the Mariachi music and the courage of the traditional charro. As part of the partnership there will be a specially designed Movember and Mexico iconic moustache logo made of chillies in national colours.

In the build-up to the Grand Prix, there will be plenty of activity celebrating the moustache, ahead of the annual shave down for the month of November. The Grand Prix's goal is to further its close rapport with the fans and engage new audiences, and this year's event will be no exception, with some exciting surprises along the way.



Formula 1  
Gran Premio de México 2018  
Mexico City 26-28 October



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Alejandro Soberon Kuri, President & CEO of Grupo CIE and the FORMULA 1 GRAN PREMIO DE MÉXICO™ said: "We are proud to be working with the Movember Foundation to raise awareness for such an important cause that impacts not only men, but the females in their lives too. Formula 1's global reach provides a perfect platform for all of us to make a lasting difference. Once again, we are aiming to do things differently, hosting a unique show for our fans and demonstrating that there is no F1@ESTA like a Mexican F1@ESTA."

JC, co-founder of the Movember Foundation added, "Moustaches and Mexico go hand in hand. We are excited to partner with the Mexican Grand Prix. The history of the sport has seen some great drivers with moustaches, from Nigel Mansell to Keke Rosberg, and over the years we've been lucky enough to have some amazing support from the F1 community. I'm looking forward to seeing some of the team crew and drivers in the barber's chair and rocking a moustache for race weekend in Mexico."

[DOWNLOAD PHOTOS HERE](#)

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[www.mexicogp.mx](http://www.mexicogp.mx)

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Press contacts:

**N KRUSH**

Joanne Revill  
M. +44 7973 305256  
[joanne@nkrush.com](mailto:joanne@nkrush.com)

**CIE**

Daniela Mirassou  
M. +52 1 (55) 6194 2838  
[dmirassou@cie.com.mx](mailto:dmirassou@cie.com.mx)

**MOVEMBER FOUNDATION**

Dan Cooper  
M. +44 7720 682175  
[dan@movember.com](mailto:dan@movember.com)



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## GRAN PREMIO DE MÉXICO 2018™

### About FORMULA 1 GRAN PREMIO DE MÉXICO™:

The top category of motorsport has returned to Mexico, after twenty-three years of absence, a pioneer of major sporting events in our country. With hosting rights from 2015 to 2019, the renewed Autódromo Hermanos Rodríguez is the scene of the return of F1ESTA to the country, with a track of the highest world standard.

In its most recent three editions (2015, 2016 and 2017), over 1 million people have witnessed the race, which – according to analysis by Formula Money – has made the Mexican GP the second with more spectators worldwide (after Great Britain).

To date, the 2015, 2016 & 2017 editions of the FORMULA 1 GRAN PREMIO DE MÉXICO™ have generated over 30 thousand jobs in the region and have achieved an economic impact of \$2.2 billion USD (\$39.6 billion MXN).

Mexico will once again achieve global recognition through the race, which will take place from October 26 to 28 – after the third successive year of being voted “Best Promoter of the Year” in the category by FIA and FOM, the highest authorities of professional motorsports worldwide.

For more information on the FORMULA 1 GRAN PREMIO DE MÉXICO™ visit: <http://www.mexicogp.mx/>

### About Formula 1®

Formula 1® racing began in 1950 and is the world's most prestigious motor racing competition, as well as the world's most popular annual sporting series. In 2016 it was watched by 400 million unique television viewers from over 200 territories. The 2017 FIA Formula One World Championship™ runs from March to November and spans 20 races in 20 countries across five continents. Formula One World Championship Limited is part of Formula 1, and holds the exclusive commercial rights to the FIA Formula One World Championship™.

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### About Movember Foundation

The Movember Foundation is the global men's health charity. The Foundation raises funds to deliver innovative, breakthrough research and support programs that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,200 projects focusing on prostate cancer, testicular cancer and suicide prevention.

In addition to tackling key health issues faced by men, the Foundation is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives.

The Foundation's vision is to have an everlasting impact on the face of men's health. Join the movement at [Movember.com](http://Movember.com).



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