

FORMULA 1 GRAN PREMIO DE MÉXICO 2015

Mexico City, June 30th, 2015

The winning design of the contest “ #ArteyVelocidad” for the helmet that Checo Perez will wear in some promotional activities for FORMULA 1 GRAN PREMIO DE MEXICO 2015® will be revealed on Instagram.

- On Jul 2, at 12:00 o'clock the winning design of the helmet that Checo Perez will wear in some promotional activities for the FORMULA 1 GRAN PREMIO DE MEXICO 2015®.
- The helmet with the winning design will be donated to Foundation 'Checo Perez'.

On Thursday, July 2, at 12:00 o'clock the winning design of the contest “#ArteyVelocidad” for the helmet that the Mexican driver, 'Checo' Perez will wear in some promotional activities for the 1 GRAN PREMIO DE MEXICO 2015® will be revealed on the Instagram account: @autodromohr and on the Hash Tags #ArteyVelocidad and #MexicoGP.

The helmet with the winning design will be donated as it best suit their needs to Foundation 'Checo Perez' A.C., a non-profit charitable organization, that has helped over 300 children through Foster homes remodeling, psychological cure, human development workshops, sport activities promotion among others, they will be even able to auction it to collect funds for their activities.

We invite you to check the FORMULA 1 GRAN PREMIO DE MEXICO 2015® social networks and follow up the activities and newsletters of what is called the sport event of the year in our country.

Visit and enjoy Mexico with the FORMULA 1 GRAN PREMIO DE MEXICO 2015®.

www.ahr.com.mx

Facebook: Autodromo Hnos Rodriguez

Instagram/Twitter: @autodromohr

#MexicoGP

Contacts

Francisco Velazquez

fvelazquezc@cie.com.mx

(52 55) 52019089

CIE

Manuel Orvañanos

manuel@bandofinsiders.com

(52 55) 63866686

Band of Insiders

About CIE

Corporación Interamericana de Entretenimiento, S.A.B de C. V.

www.cie.com.mx

We are the market leader in outdoors entertainment in Mexico, Colombia and Central America and one of the most outstanding participants in Latin America and worldwide entertainment industry.

MÉXICO
GOBIERNO DE LA REPÚBLICA



CDMX
CIUDAD DE MÉXICO
190 años

MÉXICO

cie

FORMULA 1 GRAN PREMIO DE MÉXICO 2015

Through a unique vertical integration model, and the only Access to an important network of entertainment centers, a base of advertisers formed by the main advertising investors in our market, as well as the alliances and strategic partnerships that we have established with experienced participants in global industry; we offer different world-class entertainment options, which include concerts, theater productions, sports, family and cultural events, among others to satisfy leisure and recreation needs for our audiences.

We operate an amusement and an aquatic park in Bogota, Colombia. Also, we commercialize the Banamex Center in Mexico City, one of the biggest and most important exhibition and convention venues internationally. In addition we are recognized as the foremost producer and organizer of special and corporate events in Mexico, and for operating one of the most professional contact centers recognized in the Mexican Market.

CIE is a public Company whose shares and debit securities are listed in the Mexican Stock Exchange.

