

#Racepect: “What Happens On Track, Stays On Track”

- Organisers of the Mexico City Grand Prix launch a campaign to promote respect within the Formula 1 community and amongst the race-going fans
- The aim behind the #Racepect initiative is to ensure motorsport continues to be a family-friendly, tolerant, inclusive and diverse space for all

Mexico City, October 2nd, 2023 - The world of Formula 1 represents passion and competition but sometimes in the heat of the moment, the intense rivalry between drivers on track can be expressed wrongly. As a result, organisers of the **FORMULA 1 MEXICO CITY GRAND PRIX Presented by Heineken** are launching the #Racepect campaign, aimed to promote tolerance and respect among all members of the Formula 1 community.

#Racepect has been created to raise awareness about intolerance issues surrounding motorsport. In recent years, there has been a growing number of incidents that have ranged from spectators booing drivers to discriminatory comments. These insults and unpleasant behavior cannot go unnoticed, nor be allowed to continue. As a result, a campaign to highlight these issues has been launched ahead of this year's Mexico City Grand Prix.

The #Racepect initiative is an open call for all those involved in the sport – drivers, team executives, media, fans, or anyone who is part of the Formula 1 family – to come together in an atmosphere of camaraderie to enjoy motorsport in unison and celebrate the skill of all the competitors on the race track.

“In F1, we celebrate everyone's success and maintain a healthy rivalry among drivers and teams. That is how #Racepect was born, as a play on words that blend 'Race' and 'Respect' to create a movement in which we invite everyone to leave rivalry on the track because it is more about the spectacle than about the battle” explains Federico González Compeán, Managing Director of the **FORMULA 1 MEXICO CITY GRAND PRIX Presented by Heineken**.

#Racepect is a powerful message, not only for the Mexico City Grand Prix and the FIA Formula 1 World Championship, but for all sports events, which face unique challenges in the fight to eradicate negativity that include verbal abuse, racist comments, and confrontations in the grandstands.

“We invite all motorsport fans around the world, to passionately cheer for their favorite driver, but also behave respectfully towards other competitors,” adds Rodrigo Sánchez, Marketing and PR Director for the México City GP. *“Let us build an environment based on tolerance, inclusion, diversity, and above all, respect during a Grand Prix.”*

Join the movement and encourage others to participate by using the hashtag:

#Racepect

**What happens on track, stays on track!
Because it is more about the spectacle than about the battle!**

www.mexicogp.mx

For more information, follow us on social media:





Media contact:

CIE

Liliana Correa

mxgppress@cie.com.mx

INK PR

Alejandro Rodríguez

T. 55-5207-3330

arodriguez@inkpr.com.mx

Acerca del FORMULA 1 GRAN PREMIO DE LA CIUDAD DE MÉXICO Presentado por Heineken:

Históricamente premiado como el "Mejor Evento del Año" durante cinco carreras (2015 a 2019), el FORMULA 1 GRAN PREMIO DE LA CIUDAD DE MÉXICO Presentado por Heineken ha demostrado ser mucho más que un evento deportivo, se trata de una incomparable plataforma de promoción que comparte con el mundo las riquezas culturales y turísticas de la Ciudad de México.

Para mayor información del FORMULA 1 GRAN PREMIO DE LA CIUDAD DE MÉXICO Presentado por Heineken visita: <http://www.mexicogp.mx/>

Acerca de Formula 1®:

La historia de Formula 1® comenzó en 1950 y es la competencia de automovilismo más prestigiosa del mundo, así como la serie deportiva anual más popular del mundo. Formula One World Championship Limited es parte de Formula 1 y posee los derechos comerciales exclusivos del FIA Formula One World Championship™.

Formula 1 es una subsidiaria de Liberty Media Corporation (NASDAQ: LSXMA, LSXMB, LSXMK, BATRA, BATRK, FWONA, FWONK) atribuida a las acciones del Formula One Group.

El logo de F1 FORMULA 1, FORMULA 1, F1, FIA FORMULA ONE WORLD CHAMPIONSHIP, GRAND PRIX, PADDOCK CLUB y las marcas relacionadas son marcas registradas de Formula One Licensing BV, una compañía de Formula 1. Todos los derechos reservados.

Para mayor información acerca de Formula 1® visita: www.formula1.com

Acerca de CIE:

Con sus orígenes en 1990, Corporación Interamericana de Entretenimiento ("CIE") (BMV: CIE) es un destacado participante en la industria del entretenimiento fuera de casa en América Latina y ha contribuido en hacer de México un destino de clase mundial en la materia.

La compañía promueve y comercializa el FORMULA 1 GRAN PREMIO DE LA CIUDAD DE MÉXICO, produce eventos para el sector público y opera el parque de diversiones El Salitre Mágico en Colombia.

A través de su asociación estratégica con Live Nation en OCESA, produce y promociona conciertos, festivales de música, producciones teatrales tipo Broadway y de contenido urbano, eventos deportivos, familiares y corporativos. Representa talento artístico, comercializa derechos y patrocinios publicitarios, opera inmuebles de entretenimiento, el centro de exposiciones, congresos y convenciones Citibanamex, realiza venta de boletos a través de sus plataformas Ticketmaster y Eticket y ofrece servicios digitales de marketing y publicidad.



El logo F1 FORMULA 1, el logo F1, FORMULA 1, F1, FIA FORMULA ONE WORLD CHAMPIONSHIP, GRAN PREMIO DE LA CIUDAD DE MÉXICO y las marcas relacionadas son marcas comerciales de Formula One Licensing BV, una empresa de Formula 1. Todos los derechos reservados.