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F1 ACADEMY™ ANNOUNCES COLLABORATION WITH THE FEMALE QUOTIENT

F1 ACADEMY™ has today announced a landmark collaboration with The Female Quotient (The FQ), an experiential, media, and transformation advisory company that aims to advance gender equality in the workplace. To mark the start of the partnership, The FQ will brand the Wild Card entry for Round 4 of the F1 ACADEMY season in Zandvoort, which will see Dutch racer Nina Gademan make her F1 ACADEMY debut.

Founded on a shared mission to ignite change and drive meaningful conversations about equality, the first-of-its-kind sports partnership for The Female Quotient will see curated events take place within the cities that F1 ACADEMY races, during race week.

The inaugural event, *'EQUALITY LOUNGE® IN COLLABORATION WITH F1 ACADEMY™ @ SINGAPORE'*, is set to take place in Singapore in September. The programme of events at the Equality Lounges will include expert panels, and dedicated spaces for content creation and connection, all designed to ignite conversations around parity and empowerment.

Events will also take place during F1 ACADEMY race weeks in Qatar and Abu Dhabi, as well as a special edition Equality Lounge in Las Vegas to coincide with FORMULA 1 HEINEKEN SILVER LAS VEGAS GRAND PRIX 2024.

To celebrate the collaboration, which sees The Female Quotient become the first female-founded media and experiential brand to collaborate with F1 ACADEMY to support the next generation of female talent, the FQ will also brand the Wild Card entry for Round 4 in Zandvoort.

Dutch racer Nina Gademan, who will get behind the wheel of an F1 ACADEMY car for the first time this week, will proudly sport a livery designed by The Female Quotient. The 20-year-old Dutch driver currently competes in British F4 and has achieved success in karting, winning the Karting Slalom Gold medal at the 2019 FIA Motorsport Games.

Susie Wolff, F1 ACADEMY, Managing Director, added: "At F1 ACADEMY, we want to inspire and ignite the inner drive of young women and show them there is a place for them in our sport. Collaborating with The Female Quotient to curate events in the cities we race, during race week, gives us an unparalleled opportunity to drive meaningful off-track conversations and foster a community of women with shared values and a collective mission to drive change in our sport."

Shelley Zalis, The Female Quotient Founder said: "Every race begins with a dream, and it's time we ensure that dream is accessible to everyone. That's why we're collaborating with F1 ACADEMY to bring more women into the world of motorsport and close the gender gap in the business of racing.

"We need more women in racing, not just to diversify the field, but to redefine what's possible. When girls and women see themselves behind the wheel, breaking records and barriers, they realize that speed, skill, and success aren't bound by gender. Together, we'll fuel the future of racing with the diverse talent and passion it deserves, driving equality forward on and off the track."