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FORMULA E, ONE DROP & PRINCE ALBERT II OF MONACO FOUNDATION TEAM UP FOR SUSTAINABILITY



LONDON, UK (November 14 2014): Formula E, ONE DROP and the Prince Albert II of Monaco Foundation have come together to show their commitment to sustainability with the launch of a new video campaign - available to watch here <http://youtu.be/nNTyWbJAbEc>.

ONE DROP and the Prince Albert II of Monaco Foundation are the Official International Foundation Partners for the new all-electric FIA Formula E Championship, working together to raise awareness on sustainability, accelerate action and improve lives all over the globe. The campaign has been launched with a new video which brings together the partnership from the three organisations, highlighting their commitment and the need for action.

ONE DROP was created in 2007 by Cirque du Soleil Founder Guy Laliberté and aims to significantly and sustainably improve people's health and standard of living thanks to access to safe water, as well as empowering them to care for themselves and their families. The Prince Albert II of Monaco Foundation, created in 2006, is dedicated to the protection of the environment and the promotion of sustainable development; focusing on climate change, biodiversity and sustainable water management.

SH Prince Albert II of Monaco Foundation stated: *"Formula E is a perfect illustration of what can be achieved in terms of clean mobility with electric vehicles. The move towards a low-carbon economy is one of the key challenges of this century on which global climate change and the level of adverse consequences for the planet's population will greatly depend. The development of a series of spectacular and exciting races will certainly be a key factor for raising awareness of these crucial issues and we are both pleased and proud that the organisers, recognising the action implemented by my Foundation, have chosen to make it part of their commitment."*

"We are thrilled to be able to demonstrate our commitment and action on such a large stage and in such good company", says Catherine B. Bachand, CEO of ONE DROP. *"This is a unique opportunity to mobilise people the world over so that together, we can make the world a more sustainable place. I encourage everyone to view and share this important video."*

Alejandro Agag, CEO of Formula E, added: *"We are great supporters of ONE DROP and the Prince Albert II of Monaco Foundation and their commitment to sustainability and green initiatives, which ties in with the ethos of the FIA Formula E Championship. We share many core beliefs and the goals associated with both companies are very similar: to raise awareness of environmental concerns and in turn promote renewable energy sources."*

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For more information on Formula E visit www.fiaformulae.com, or for further details on ONE DROP visit www.ONEDROP.org, while for the Prince Albert Foundation click here: <http://www.fpa2.com/>

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About FIA Formula E Championship:

Formula E is a new FIA championship featuring Formula cars powered exclusively by electric energy. It represents a vision for the future of the motor industry over the coming decades, serving as a framework for research and development around the electric vehicle, accelerating general interest in these cars and promoting sustainability. Commencing in September 2014, the championship will compete in the heart of 10 of the world's leading cities - including London, Beijing and Buenos Aires - racing around their iconic landmarks. For the inaugural season, 10 teams, each with two drivers, will go head-to-head creating a unique and exciting racing series designed to appeal to a new generation of motorsport fans.

About ONE DROP:

ONE DROP – a non-profit organisation created in 2007 by Cirque du Soleil Founder Guy Laliberté - strives to ensure that water is accessible to all, today and forever. ONE DROP significantly and sustainably improves living conditions through innovative projects which promote self-reliance in communities worldwide. To learn more, visit www.ONEDROP.org.

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About the Prince Albert II of Monaco Foundation:

In June 2006, HSH Prince Albert II of Monaco decided to set up his Foundation in order to address the alarming threats hanging over our planet's environment. The Prince Albert II of Monaco Foundation works for the protection of the environment and the promotion of sustainable development. The Foundation supports initiatives conducted by public and private organisations within the fields of research, technological innovation and activities to raise awareness of the social issues at stake. It funds projects in three main geographical regions: the Mediterranean Basin, the Polar Regions and the Least Developed Countries. The Foundation's efforts focus on three main sectors: climate change and renewable energies, biodiversity, and integrated and sustainable water management together with the fight against desertification. For more information, please visit www.fpa2.com

About FIA & Michelin - Today's partners for tomorrow's mobility:

As well as being the official Formula E tyre supplier, Michelin is an official partner, at the international level, of the FIA Action for Road Safety campaign. This programme is designed to support the Decade of Action for Road Safety initiated by the UN, the aim of which is to save five million lives over the next ten years. This program is set up to educate and advocate for safer roads, vehicles and behaviours around the globe.

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