

Mexico City, April 28th, 2016.

**Formula 1 Gran Premio de Mexico® and Road Safety Drivers celebrates
“Children’s Day”.**
Besides, deaf children –silently- enjoyed Formula 1®’s party.

Due to “Children’s Day” proximity and as a part of **FORMULA 1 GRAN PREMIO DE MÉXICO®** social responsibility actions, in coordination with **Road Safety Drivers**, they all attended Gokartmania 50 boys and girls from the Pedagogical Institute for Language Problems, **IPPLIAP**, institution who has been focused for the last 49 years to educate children and teenagers who are deaf or have any language and learning problems.

The event was also attended by the Tractor driver **Gisela Ponce**, member of Road Safety Drivers, who taught children the Road Safety Decalogue helped by some explanatory videos.



The students which come from low-income families followed closely Gisela, who comes from an important dynasty of drivers; daughter of Javier Ponce Guzman, a well-known driver from the 70’s, 80’s and 90’s. She also explained the importance of safety belt use and the risks of distractions, such as the cell phone. An interpreter from **Ippliap**, simultaneously translated the explanation in sign language. They could also watch a video with a resemblance of **FORMULA 1 GRAN PREMIO DE MEXICO®** history, where they could feel the vibration of the blaring cars engines and the music on the speakers, to “vibrate” the excitement of the pinnacle of motorsport category.

Besides having important achievements in the tractor category, Gisela has also won different awards for her both, athletic and academic performance, most of all for her social responsibility,

which is why she became spokesperson of these lectures that will be carried out regularly in different academic institutions aimed at elementary, secondary, high school and universities.



At the end of the lecture, the children received another surprise, since they were also expected by driver **Pepe Montañó**, who has been a professional driver for 27 years for tourism, formula, cars Nascar cars and nowadays in the Super V8 category. Pepe, *BMW Driver training's* official driver, who is also in charge of the only Sport Driving School that uses Formula cars, organized a go karts race with **Ippliap** children. The first three positions of each category took the winner's podium to receive a **FORMULA 1 GRAN PREMIO DE MEXICO®** cap, the winners' medal, and of course the traditional celebration couldn't be missed, this time with mineral water bottles.

Besides the visit of **Ippliap** to Gokartmania, these lectures organized by the **FORMULA 1 GRAN PREMIO DE MEXICO®** were carried out in schools **Avante and Giocosa**, in this last school they also received the visit of driver Andres Orea, who has participated in karting, cycling and motorcycling, tourism and resistance cars, being a novice of the year in the Super Copa Telcel 2012 and champion of the Copa Pro Mothers in 2015.

THE FORMULA 1 GRAN PREMIO DE MEXICO® gave away a box of candies for children to celebrate their day, a coloring book and badge of "Ambassadors of Safety Road". **THE FORMULA 1 GRAN PREMIO DE MEXICO®** will keep taking these social actions along different public and private schools for all levels including visits to universities.

FORMULA 1 GRAN PREMIO DE MÉXICO 2016®



You still can find available tickets don't miss the **FORMULA 1 GRAN PREMIO DE MEXICO 2016**.

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