



## Video 11 – Faces for Charity

---

[Cut to Christine.]

**Chris:** Hello and welcome to Sidepodcast TV. Today we go behind the scenes with Red Bull's Faces for Charity campaign.

[Intro shots of Red Bull. Cut to Christine.]

**Chris:** Towards the end of May, Red Bull Racing announced their charity initiative for the British Grand Prix. The basic idea was for the public to donate £10 and get a square on either Mark or David's car to dedicate a picture.

We at Sidepodcast signed up almost immediately and bought a square of Mark Webber's car to post a picture of me. You also get a choice of positioning and of course, we picked the sidepod.

All the donations would be headed for the charity Wings for Life, who support research into paralysis from spinal injuries.

Here's Mark Webber to tell you more.

[Cut to Mark Webber]

**Mark:** Well, I think it's a very unique idea, to start with. I mean, to have Formula 1 cars in the World Championship to have your own small picture, which you can go online and make a dedication to charity and also to have your own unique memory of your photo, whether it's of your small baby or your favourite pet, your dog or anyone. Your parents, you know, any photo can go on the car.

[Cut to shots of printing process]

### Chris - Voiceover

With our picture uploaded and accepted, the next step was for the printing process to begin. The pictures were bundled together onto giant sheets of sticky paper to be transferred to the car. The prints were in the shape of the bits of car they would adorn, the wings, barge boards, the nose. I'm in there somewhere. I can't see me, but I know I'm there.

Sticking those giant sheets onto the car must have been a really tricky job. I get tangled up with sticky tape, let alone a huge and massively important project like this. There were over 30,000 faces uploaded and I wouldn't want to be the one with an air bubble on my nose.

It looks like a really painstaking process. The stickers go on, but they have to be absolutely aligned with no gaps. And then this guy, right here, he's cutting out the Red Bull logo. With a knife. And they had to do that for both cars, and who knows how many spare pieces.

Here's Christian Horner with more about the idea.



[Cut to Christian Horner]

**Christian:** Yea, I mean, it's been received tremendously well so, and it's for a very good cause, you know, spinal damage injuries, so we're very happy to support Wings for Life with this initiative in a unique situation. I don't think it's ever been done before in Formula 1 where the whole car has been used to generate income for a very worthy cause.

[Cut to shots of stickers and the finished pieces. Cut to Mark Webber]

**Mark:** I think the car will weigh a few extra kilos because it makes a bit more weight on the car in terms of the special material they use to make the car like that.

[Cut to Christian Horner]

**Christian:** The whole team is on the car this weekend at different places. The response has been huge. It's a unique opportunity to be on the race car of one of the drivers this weekend. It's for a great cause and we're very happy to be supporting it.

[x2 Still images of the cars in action]

#### Chris – Voiceover

We'd love to show you some video of the faces in action at Silverstone, but Bernie Ecclestone would not approve. So instead, we'll show you these still images.

[Cut to Christine.]

Chris: The total raised was about 1 million dollars with this one initiative so let's hope that we start to see more innovative ideas from the other teams.

That's all for this Red Bull Special. Look out for more team specials from Sidepodcast coming soon.

[End credits]