



## Vanessa Low wins the inaugural Keep Fighting Award

### Formula 1 World Champion Nico Rosberg and FIA President Jean Todt are honouring the charity initiative of Michael Schumacher's family

Gland, 26. January 2017 – Vanessa Low is the winner of the inaugural Keep Fighting Award, which will be presented for the first time on January 30, 2017 at Europe's largest sports business congress, SPOBIS, in Düsseldorf. The Rio Paralympics Gold medal winner was chosen by the family of Seven-time Formula 1 World Champion Michael Schumacher as "this impressive figure embodies and conveys the values that this prize wants to promote: to never give up and; despite setbacks to positively shape the future" said Sabine Kehm, on behalf of the Schumacher family.

The Keep Fighting Award is the first action of the Keep Fighting initiative, which was recently launched by the Schumacher family for charitable purposes. The global initiative is inspired by the former Formula 1 World Champion who has been admired for his fighting attitude during his entire international career and has been supported with great sympathy, since his accident in late 2013. "With this initiative, Michael's family would like to return some of the positive energy they receive from his wonderful fans, through a range of charitable projects" said Ms. Kehm.

Vanessa Low, from Ratzeburg, lost both her legs in an accident at the age of 15, but has been impressive from the outset with her attitude, her fighting spirit and the open attitude with which she overcame her fate and stresses. At the Rio Paralympics in 2016 she shone - after she had also mastered sporting setbacks - by setting a World Record in the long jump and a personal best performance in the 100 meter sprint, which brought her the Silver medal.

The 2016 German Disabled Sportswoman of The Year, who currently lives in Australia, is looking forward to actively supporting the values of the Keep Fighting initiative: "I admire the Schumacher family for their courageous step. I am completely behind the values that this Award represents and I am very happy to help spread them. I was very surprised on first learning I was the winner, I am very proud I have been selected and I would like to thank them for it."

Vanessa Low will be presented with the Keep Fighting Award by Mr. Jean Todt, President of the Federation Internationale de l'Automobile (FIA) and a long-time friend of the Schumacher family. The laudation will be delivered by reigning Formula 1 World Champion Nico Rosberg, who from 2010 to 2012 was Schumacher's team-mate, with the Mercedes AMG Petronas F1 team.

Thanks to the support of the Award partners Mercedes-Benz, SPONSORs and SPOAC, the inaugural Keep Fighting Award is a prize of €75,000; including €25,000 in the form of a scholarship at the renowned "SPOAC - Sports Business Academy by WHU".





### **Background: Keep Fighting Award**

The Keep Fighting Award is established to honor people who inspire others by means of an exemplary attitude and personal excellence, people who might encourage others to contemplate or rethink. The Keep Fighting Award will be given at regular intervals, with an annual schedule being planned. For this year's inaugural Keep Fighting Award, the Schumacher family has chosen the prize winner, while in the future a selection body may be formed.

At the request of Corinna Schumacher, the Keep Fighting Award trophy is constructed in the form of a pagoda of materials that correspond to the five elements of the Chinese doctrine: wood, fire, earth, metal and water. Basalt stone represents the power to make changes in life, strengthens personality and courage and provides self-confidence. Jasper stone provides inner peace and encourages endurance and willpower. A harmonizing mountain crystal provides clarity and vitality and is at the same time one of the most important protective stones against dark energies. The metal copper represents endurance and decisiveness.

### **Background SPOAC:**

SPOAC is one of the leading international training institutions in sports business and offers candidates from the sports business and adjacent economic areas opportunities at the highest level. The Keep Fighting Award Scholarship can be used to participate in the "General Management Program in Sports Business" offered by SPOAC. In addition to participating in the nine further training modules, the "Keep Fighting Award Scholarship" also includes a comprehensive range of opportunities for personal career advancement.

### **Background Keep Fighting:**

Launched before Christmas 2016, the non-profit Keep Fighting Initiative was originated from the desire to give something back to the people who are sending so much sympathy and positive energy to the family of Seven-time Formula 1 World Champion Michael Schumacher since his accident in December, 2013. The Keep Fighting Initiative is inspired by the attitudes that Michael Schumacher's fans always admired him for: to always keep fighting and never give up, even if there is only the slightest chance. Through various activities the Keep Fighting initiative wishes to honor the support of these attitudes among fans of Michael Schumacher and at the same time be active in a charitable way.

The Keep Fighting initiative thanks its partners Deutsche Vermögensberatung (DVAG) and Agence France-Presse (AFP).

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[Livestream of Keep Fighting Award presentation on 30 January from approx. 5:50 pm:](https://www.facebook.com/SPONSORSVerlag/app/142371818162/?ref=page_internal)  
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