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Better Channel 4 Times Ahead for British F3 and British GT

The 2007 television schedule for the Lloyds TSB Insurance British F3 International Series and the Avon Tyres British GT Championship has been unveiled, with improved weekend time slots and a repeat mid week show on leading British terrestrial television broadcaster Channel 4.

From Round 5 of the Championships onwards the weekend show on Sunday morning moves to 8am from the more traditional 7:30am time slot for the majority of the programmes. Channel 4 has also scheduled a mid week slot which will repeat the Sunday morning show.

“This is excellent news for both Championships” said Mike Grime, Partnership Manager for championship promoters SRO. “Just moving the weekend show from 7:30 to 8am increases the audience by over 100,000, and along with the mid week repeat programme both British F3 International and British GT will more that double their overall Channel 4 viewing figures this season.”

“Both Championships have a fantastic TV show produced by our partner Hayfisher, and it’s testament to that quality, along with the increased professionalism and spectacular racing from our competitors, that we have this positive news.” Mike Grime continued, “The new 2007 shows have already drawn praise from Channel 4, and at a time when British motorsport is finding it increasingly difficult to keep a terrestrial billing, we’re delighted both Championships are actually improving on existing terrestrial inclusion. We’re intent on improving the marketing and promotional value to our teams, drivers and sponsor partners, and this news does just that.”

The next race meeting is on May 19th / 20th when the Lloyds TSB Insurance British F3 International Series travels to Eastern Europe where they will race on the streets on the Romanian Capital Bucharest. Channel 4 is due to broadcast these two races on Sunday 27th May at 8am, with a mid week repeat on Tuesday 29th May at 1am.

ENDS

Notes for editors

All television schedules are provisional and subject to confirmation by the broadcaster 10-14 days before the programme is aired.

For further information on the world's leading Formula 3 Series visit the championship website at www.britishf3international.com.

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Jeff Carter
Press & PR Manager
T: +44 (0) 1327 856024
M: +44 (0) 7799 404962
E: jeff@motion-works.co.uk

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