

Press Release

30 April 2020

BMW Collaborates with Ode to Art for Mother's Day colouring competition.

Mother's Day is around the corner, and it's the perfect time to show your love and appreciation for the driving force of the family!

This year, BMW is collaborating with Ode to Art and OLA EC to bring joy to all mums on this special day with a colouring contest, featuring artwork by Eva Armisen.

Eva Armisen, a Spanish artist well-known for her signature child-like style, never fails to charm admirers. Her works often touch on family, love, and togetherness, with the depiction of simple moments in everyday life. They have been exhibited and collected all over the world, notably in South Korea, Spain, Hong Kong, the United States, and Singapore.



To take part in this contest, download one of the many templates from [this link](#) and colour your favourite with markers, crayons, paints – anything you want! You can even let your creativity go wild and decorate it with everyday materials from around the house. Finally, you can also choose to go digital and colour in the template with one of the many digital painting apps available!

Once you're done, upload your submission to Instagram and include the hashtags **#odetoart** **#olahomes** **#BMWforSG**. (Note: Ensure that your Instagram account is set to public.) If you don't have an Instagram account, you can also upload your submission under the Comment section of the [Ode to Art Facebook colouring contest post](#).

9 lucky winners stand to walk away with amazing prizes!

- First prize (1 winner) – a limited-edition print signed by Eva Armisen
- Second prize (3 winners) – An F&B voucher worth S\$150 (only available in Singapore, for Singapore residents)
- Third prize (5 winners) – a limited-edition Eva Armisen tote bag

The contest is open to the public and submissions are accepted until **10 May 2020 at 2359 hrs** (Singapore time). Multiple entries are accepted, and participants may choose to enter this competition alone or as a family. The winners will be announced by Ode to Art.

For the full details as well as terms and conditions, please visit [Ode to Art](#) to find out more.

-End-

For media enquiries, please contact:

BMW Group Asia

Corporate Affairs Department

BMWAsiaCorpAffairs@bmw.com

Tel: (+65) 6838 9600

Media Website: www.press.bmwgroup.com

LinkedIn: <https://www.linkedin.com/company/bmw-asia>