



Media Information
21st May 2019

BMW International Open fringe programme: Tee-Off Night in the English Garden, PRO-AM with stars from sport and entertainment, Players' Party in P1, and plenty to encourage youngsters.

- **Tournament opening in the English Garden with BMW M Ambassador Lena Gercke and Thomas Bjørn, the victorious 2018 Ryder Cup captain**
- **Pro-Am tournament with Felix Neureuther, Jan Josef Liefers, Christian Ehrhoff and many more stars from the worlds of sport and entertainment**
- **Pro-Youth Experience and Kids Day**
- **“Bavarian Day” with free admission for visitors in traditional dress**
- **Players' Party “Almrauschen by BMW Golfsport“ in P1**
- **Priority parking for SHARE NOW users, directly on the tournament premises**
- **BMW supporting the “Birdies4Kids” initiative again**

Munich. The 2019 BMW International Open is once again offering visitors far more than just world-class golf on the greens and fairways. This year, a particular focus is on promoting young golfers.

- For **Pro-Am guests**, the tournament experience begins on the Tuesday evening with the Tee-Off Night at the Seehaus, at which **Thomas Bjørn** will be present with the Ryder Cup trophy and BMW M Ambassador **Lena Gercke** will draw the teams.
- The traditional **Pro-Am tournament** takes place on the Wednesday. Once again, this will feature a host of stars from the worlds of sport and entertainment, including **Felix Neureuther, Tommy Haas, Christian Ehrhoff, Felix Loch** and **Jan-Josef Liefers**.
- In cooperation with the Bavarian Golf Association (BGV), BMW is inviting the male and female winners of the Bavarian championships in the U14, U16 and U18 age groups to take part in the **BMW International Open Pro-Youth**



Experience, during which they will play in the **Pro-Am tournament**.

- On the **Thursday**, there will be a “Bavaria Bonus”: Anyone dressed in **Lederhose or a Dirndl** will receive **free admission**.
- **Admission is free on all days** for children and under 18s.
- Also in cooperation with the BGV, there will be a **Kids Day** on the Wednesday, in the course of which BMW will invite school pupils to take a look behind the scenes.
- The **Players’ Party**, entitled “**Almrauschen by BMW Golfsport**” takes place on the Friday evening in **P1**. The Players’ Party is open to the public from 22:00.
- There will be a **Live-Talk** in the public area on each day of the tournament. Presenter **Markus Othmer** will invite fascinating guests onto the stage in front of the big leaderboard.
- BMW is once again supporting the **Birdies4Kids charity tournament** (8th June at GC Hösllwang in Chiemgau) this year. Among those taking part will be **Jimmy Hartwig, Evi Sachenbacher-Stehle, Erich Kühnhackl, Tobias Arlt, Johannes Lochner, Sandra Kiriasis, Ricco Groß** and **Manni Bender**.
- During the week of the tournament, **SHARE NOW** customers can drive to the tournament premises with DriveNow or car2go cars, and can park these in the reserved parking spaces at **no extra cost**.
- **Included in the admission price** is a **free shuttle bus service** between the Ismaning S-bahn station and the golf club (Thursday to Sunday) and – weather permitting – free parking at the tournament site.
- Daily tickets cost 15 Euros (Thursday or Friday), and 30 Euros on the weekend. A tournament ticket for every day of the tournament is available for 75 Euros. Order online at www.bmw-golfsport.com/tickets_en



- Tournament organiser BMW would like to thank main partners **Emirates**, **Rolex** and the **Süddeutsche Zeitung**, corporate partners **Antenne Bayern**, **Bowmore**, **Hilton Hotels**, **Julius Bär** and **Konica Minolta**, as well as the many **suppliers**.

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