



Media Information
24 January 2011

MINI launches voting on first Creative Use of Space Award.

Higher, faster, more inventive: Facebook fans select the most creative snowboarding performance in the Burton Global Open Series.

Munich. The snowboarding stars of the Burton Global Open Series (BGOS) are about to come in for even closer scrutiny: internet users around the world are invited to watch each individual jump and select their personal favourite at <http://www.facebook.com/MINI>. The two snowboarders who are voted the ultimate winners will be presented with the **Creative Use of Space Award**, which MINI is awarding for the first time this year in its capacity as BGOS partner. The award is worth a total of 50,000 US dollars and will be shared by the best male and female rider.

A panel of experts has already drawn up a shortlist of the most innovative runs in the BGOS event in Laax, Switzerland. They have nominated Jamie Anderson (USA), Ty Walker (USA), Yuki Furihata (Japan), Xaver Hoffmann (Germany), Sven Thorgren (Sweden), Peetu Piiroinen (Finland) and Markus Keller (Switzerland). MINI fans can watch their course runs and complete jump sequences as web clips on Facebook. Anyone wishing to participate in the vote can do so via the MINI Facebook site: simply select your favourite by using the "Like" option. It's worth a shot, as all Facebook voters will automatically be entered in a prize draw. MINI will present the winner with a trip for four to one of the forthcoming BGOS events in New Zealand, Switzerland, Canada or the USA – flight, accommodation and lift pass included.

Among the snowboarders themselves, the **Creative Use of Space Award** is designed to lend a further boost to creativity and the courage to develop a truly individual style. Entirely in keeping with the MINI philosophy of using limited space as creatively as possible, the athletes are encouraged to fully exploit their own element – while leaping through the air.

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After Laax, the most creative performances from the forthcoming BGOS events will be added to the selection: the Burton Canadian Open (1 to 6 February in Calgary) and the Burton US Open (7 to 13 March in Stratton). Once again, MINI shuttles will be ferrying the athletes to their events. Interested spectators will have a chance to test-drive the MINI Countryman on site.

For more information on the partnership with Burton and the **Creative Use of Space Award** please go to:

<http://www.facebook.com/MINI>

<http://www.minispace.com/burton>

<http://www.youtube.com/MINI>

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