



Media Information
29 April 2011

Creativity on snow.

Cilka Sadar (19) of Slovenia and Yale Cousino (28) of the U.S. win Creative Use of Space Award worth US \$50,000.

Munich. Cilka Sadar (19) of Slovenia and Yale Cousino (28) from the U.S. demonstrated their snowboarding creativity during the Burton Global Open Series (BGOS) 2010/2011 and were rewarded with the first ever **Creative Use of Space Award**. Votes from MINI Facebook fans from all over the world established the two young riders as the winners of the **Creative Use of Space Award**, which was jointly created by MINI and Burton. The two winners will share the total prize money of US \$50,000.

MINI and Burton were looking for bold, innovative snowboarders who showed standout creativity during the BGOS series – true to the spirit of MINI's philosophy of using space in the most ingenious ways. Judges compiled a shortlist of the most innovative runs from the Burton European Open, Burton Canadian Open and Burton US Open. Then fans could vote for their favorites on Facebook. After all the votes were in, Sadar and Cousino came out on top. Snowboard fans can check out the winning runs in online videos on <http://www.minispace.com/burton>.

“The **Creative Use of Space Award** is good for our sport and allows snowboarders to give their creativity free rein and ride without worrying about any rules – just like in the days when snowboarding started out,” says Yale Cousino, who plans to use the prize money to launch his own fashion label. Cilka Sadar also wants to put the prize money toward a creative project, but first she plans to invite her friends to a party where they will have to show off their own creative dance moves. Sadar is convinced that “the prize will spur other riders to be even more creative with their runs next season.”

MINI also made two other riders happy: BGOS overall winners Kelly Clark (USA) and Peetu Piiroinen (FIN) each got a MINI Countryman to take home with them. The MINI Countryman was available as shuttle service for athletes and VIPs.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 Munich
Germany

Telephone
+49 89 382 57185

Internet
www.bmwgroup.com



Media Information

Date 29 April 2011

Topic Creativity on snow.

Page 2

As a cooperative partner to renowned snowboard manufacturer Burton, MINI assisted for the first time the BGOS.

More information about the partnership with Burton and on the **Creative Use of Space Award is available on** the following websites:

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

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

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

If you have any questions, please contact:

Katrin Herold, Product Communication MINI
Telephone: +49 89 382 57185, Fax: +49 89 382 20626

Cypselus von Frankenberg, Head of Product Communication MINI
Telephone: +49 89 382 30641, Fax: +49 89 382 20626

Internet: www.press.bmwgroup.com
E-mail: presse@bmw.de