

BMW International Open 2015



Media Information

19th June 2015

BMW International Open 2015: World-class golf comes to Munich.

“Golf in the Park” in the Olympic Park and the “Opening Show Event” at Golfclub München Eichenried the perfect warm-up for the main event.

Munich. All eyes will be on Germany’s most renowned professional golf tournament, the BMW International Open (23rd to 28th June), next week. Prior to the event, BMW today (Friday) launched its “Golf in the Park” scheme in Munich’s Olympic Park, aimed at anyone wishing to give golf a try. Sports fans are then invited to Golfclub München Eichenried on Tuesday for the “Opening Show Event”, which gets underway at 5 p.m. and sees a number of the tournament’s top stars go head-to-head in an entertaining golf contest. Both events are free of charge, as is admission to the BMW International Open on all days except Saturday and Sunday.

“Golf in the Park” will be held on the southeast peninsula in the Olympic lake – directly opposite the Olympic tower – and is hosted in cooperation with the Bavarian Golf Association (BGV) and Logicalgolf. This free offering is open on Friday (19th June) from 12 p.m. until 8 p.m., on Saturday (20th June) from 10 a.m. until 8 p.m. and on Sunday (21st June) from 10 a.m. until 7 p.m.

Visitors to “Golf in the Park” will be given the opportunity to try out the many aspects of golfing: There is a 9-hole putting green, a longest putt contest, a target course and two driving cages with a photo tool, where beginners and experts can really go for it. A small but elegant exhibition area with BMW vehicles and stalls for the partners Allianz (partner of the 2015 Solheim Cup in Germany), BGV (“In the midst of happiness” campaign), Logicalgolf, mygolf.de, GolfHeroes and GolfRange round off the interesting offering.

The week of the BMW International Open traditionally kicks off with the “Opening Show Event” at 5 p.m. on Tuesday 23rd June. Visitors can look forward to some high-class golfing entertainment: Henrik Stenson, Camilo Villegas, Max Kieffer, Victor Dubuisson, Retief Goosen and defending champion Fabrizio Zanotti will first go head-to-head in a short tournament (holes 1, 9, 12, 16, 17, 18), before taking



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part in an entertaining “Hole-in-One” competition. Among other things, this will see the stars attempt to chip their ball into the hole from the grandstand on the 18th green – right amidst the golf fans in Eichenried. The first hole-in-one will be rewarded with a BMW E Bike. The Opening Show Event will feature live commentary and will be accompanied by music.

Changes may be made to the start time and participating players.

Note to editors: You can find the latest press releases, media folders and copyright-free images for editorial purposes regarding BMW Golfsport online at: www.press.bmwgroup-sport.com

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