

Media Information

4 October 2024

**Dunk festival at EuroLeague start: FCBB and Real Madrid increase BMW donation sum for "Dunks for Tomorrow"**

+++ Six Dunks at EuroLeague Kickoff +++ Dunks by both BMW partners support the "Dunks for Tomorrow" initiative +++ BMW donation sum benefits DEIN MÜNCHEN +++

**Munich.** FC Bayern Munich Basketball and Real Madrid have provided a real dunk spectacle at the start of the EuroLeague. Six hits for the "Dunks for Tomorrow" initiative were scored by the two BMW partners during the 97:89 on Thursday evening. Thus, the German and Spanish champions increased the BMW donation amount in favour of DEIN MÜNCHEN to €12,000 – and that in just the third home game of the Reds this season.

Last January, FC Bayern and Real Madrid had met in Munich - always a special highlight for the BMW Group. Besides the mobility partnership between BMW Munich and FCBB, BMW Spain has been supporting Real Madrid as a Partner since 2022, equipping all players and coaching teams of the first basketball and football teams with fully electric vehicles.

As at the start of the year, BMW Munich made a special contribution at the EuroLeague start on Thursday evening. For "Dunks for Tomorrow," not only the dunks of the Munich team counted but also those of the Madrid team. The world champion Andreas Obst led team scored two dunks, the Spaniards hit four times. In January, both teams contributed seven dunks to the donation sum for "Dunks for Tomorrow," which amounted to €141,000 at the end of last season.

With their joint social initiative, BMW Munich and FC Bayern Munich Basketball have been supporting regional educational programmes for children and young people from disadvantaged families since the beginning of the mobility partnership in July 2023. For each home game dunk by Coach Gordon Herbert's team, BMW donates €1,000 to DEIN MÜNCHEN at the end of the current season with "Dunks for Tomorrow."

The organisation assists children and young people in Munich who grow up in social and financial risk situations. DEIN MÜNCHEN provides free access to a programme offering in the areas of education, culture, and sports.

If you have any questions, please contact:

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With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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