

Media Information  
25 February 2025

## **BMW Golf Cup World Final supports UNICEF educational programmes with "Eagles for Education".**

+++ Zenith of the largest international tournament series for amateur golfers visits Bangkok (Thailand) for the first time  
+++ 36 nations represented at the Alpine Golf Club +++  
"Eagles for Education" back at the BMW Golf Cup World Final  
+++ BMW Group donates €1,000 for each eagle to support UNICEF and the "BRIDGE" joint initiative +++

**Munich.** "Eagles for Education" has been the slogan of the BMW Group's educational initiative in golf since 2023. The company makes use of numerous BMW title tournaments around the world to provide world-class sport and an impressive spectator experience, while also fulfilling its responsibility as a corporate citizen and participating in solutions to social challenges. At next week's BMW Golf Cup World Final in Bangkok, the BMW Group will donate €1,000 to UNICEF\* educational programmes for each net eagle recorded during the tournament. With Eagles for Education, the BMW Group supports the work of the UN International Children's Fund UNICEF to provide young people with the skills and knowledge they require to enjoy success in the working world of tomorrow and chart their own path through life.

Tracing its origins back to 1982, the BMW Golf Cup is the largest international tournament series for amateur golfers. Each season sees national competitions taking place in more than 30 countries, with the winners receiving an invitation to the World Final. This provides the opportunity to experience a pro-standard international tournament, enjoy a fascinating support programme and evening events and meet golfing enthusiasts from around the world in a friendly environment. Next week, the World Final for the 2024 season will be held in Bangkok, the capital of Thailand, for the first time. The tournament at the exclusive Alpine Golf Club will feature players competing for the individual title in three categories (two for men, one for women) and battling for top spot in the team standings, which are determined by the (net) individual results. Participants will also be aiming to support a good cause with their sporting achievements as they attempt to

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surpass the total of € 49,000 recorded for "Eagles for Education" at last year's World Final.

Eagles for Education is part of a collaboration between the BMW Group and UNICEF, under the slogan "BRIDGE. Educating young people for tomorrow, today". The focus of the collaboration is to bridge learning gaps within society and create learning and education opportunities in science, technology, engineering and maths (STEM) – because STEM professions are particularly important given that they are the engine of global economic growth.

A lack of qualifications is already leading to a worldwide shortage of expertise. Millions of jobs are expected to go unfilled in the future. Studies show that the problem is particularly acute in low and middle-income countries and affects girls and women more frequently. Nowadays, females remain the minority in STEM education and professions. Together, UNICEF and the BMW Group are working to reduce the growing inequality in global education.

The list of countries where the BMW Group and UNICEF are working together includes South Africa (venue for the BMW Golf Cup World Final last year), Brazil, India, Mexico and Thailand – all countries which have BMW Group presence. At this year's World Final in Thailand, "Eagles for Education" will therefore continue to follow the principle of social commitment to which the company has dedicated itself: think global, act local.

\*UNICEF does not endorse any company, brand, product or service.

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**The BMW Group**

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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 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 economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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