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BMW Featured at the 2014 Crystal + Lucy Awards in Support of Women In Film, Los Angeles.

Honorees included Cate Blanchett, Kerry Washington, Jennifer Lee, Eva Longoria and Rose Byrne. Attendees included Maggie Gyllenhaal, Joely Fisher and Diahann Carroll.

Woodcliff Lake, NJ – June 12, 2014... BMW was a proud, premiere sponsor of the 2014 Crystal + Lucy Awards fundraising dinner in support of Women In Film, Los Angeles and its many educational and philanthropic programs, held on Wednesday, June 11 at the Hyatt Regency Century Plaza in Los Angeles. Hosted by Tracee Ellis Ross, this year's event honored the exemplary Cate Blanchett, Kerry Washington, Jennifer Lee, Eva Longoria and Rose Byrne. Attendees including Maggie Gyllenhaal, Joey Fisher and Diahann Carroll.

VIP guests arrived in a range of premium BMW vehicles, including the BMW 7 Series, 6 Series, X5 and ALPINA. The revolutionary BMW i8, a plug-in hybrid, high-performance electric vehicle, was also featured on the red carpet alongside attendees. The BMW i8 is part of BMW i, the BMW Group's forward-looking and sustainable brand dedicated to solving many of the mobility challenges faced by the world's most densely populated cities.

Women In Film

Women in Film is a non-profit organization dedicated to promoting equal opportunities for women, encouraging creative projects by women, and expanding and enhancing portrayals of women in all forms of global media. Given that women comprise fifty percent of the population, WIF's ultimate goal is to see the same gender parity reflected on and off screen. Founded in 1973, WIF focuses on advocacy and education, provides scholarships, grants and film finishing funds and works to preserve the legacies of all women working in the entertainment community. For more information, visit www.wif.org

BMW Group In America

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