

Media Information

4 March 2024

**BMW München and FC Bayern Munich Basketball break through the barrier: Donation sum of “Dunks for Tomorrow” cracks the 100,000-euro mark.**

+++ Devin Booker scores 100<sup>th</sup> dunk in BMW Park against Belgrade +++ BMW's donation to SOS-Kinderdorf e.V. reaches six-figure sum +++ “Dunks for Tomorrow” contributes to educational equity and equal opportunities +++

**Munich.** The initiative “Dunks for Tomorrow” by BMW München and FC Bayern Munich Basketball has reached a milestone. During the EuroLeague home game of the German Cup winner against Red Star Belgrade, Devin Booker achieved the 100<sup>th</sup> dunk of the season for Munich in the once again sold-out BMW Park. As a result, the donation sum, with which BMW supports SOS-Kinderdorf e.V. at the end of the season, has already broken the impressive mark of 100,000 euros at the beginning of March.

“Dunks are always something special for us players,” said FCBB centre Booker after the 74:66 victory over Belgrade. “The fact that we additionally support a social commitment with it is great and gives us in the team an extra motivation to throw down dunks.”

The joint campaign by BMW München and FC Bayern Munich Basketball has been running since the beginning of the season. For every dunk by Munich at a home game, BMW donates 1,000 euros to SOS-Kinderdorf e.V. “We are pleased to be able to sustainably support SOS-Kinderdorf’s commitment to educational equity and equal opportunities with this project,” said Bernd Döpke, Head of BMW München. “The fact that we have reached such a remarkable point so early in the season, which enables many children and young people to have better future opportunities, makes us incredibly proud. We would like it to continue like this as the season still has a lot in store.”

In total, Munich made four dunks against Belgrade in front of 6,500 spectators in the atmospheric BMW Park. Because the league leader

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also sank three more dunks on Sunday in the Bundesliga home game against Bonn during the 90:81 victory, the BMW donation sum increased to 103,000 euros over the weekend.

With the donation sum, SOS-Kinderdorf e.V. will support children and young people from disadvantaged families in their development in various ways. "We specifically and individually promote and strengthen children and young people in their personal development – and have been doing so for almost 70 years. We are present in schools and support the daily lives of young people with school social work, after-school care, social group projects, and much more," said Anna Pönisch, Head of Marketing at SOS-Kinderdorf e.V. "The 'Dunks for Tomorrow' campaign is a decisive contribution to our commitment. We are happy about this collaboration with two strong partners, with whose help a healthy upbringing and sustainable education of the children and young people entrusted to us becomes possible."

Next Sunday, FC Bayern Basketball will once again go on a points and dunk hunt in the next Bundesliga home game against the strong promoted team Vechta. The game starts at 3:30 pm in Munich's BMW Park.

If you have any questions, please contact:

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network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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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