

## **PRESS RELEASE**

### **Motorsport-Magazin.com editor Karin Sturm was honoured with the 2009 Bayerischer Sportpreis**

Munich, 01/07/09: Motorsport-Magazin.com editor Karin Sturm was honoured with the 2009 Bayerischer Sportpreis at an awards ceremony last Monday. The 'Outstanding Presentation of Sport' category rewards journalists for their factual, informative and unbiased sports reporting.

"Karin Sturm has been in Formula One for 27 years; she has established herself in this male-dominated world and has won its respect. For many years, she has belonged to the inner circle of those who not only report on Formula One but are also part of the scene," said Dr Mario Theissen, Director of BMW Motorsport, in his presentation speech.

"This award is recognition of all the many years of hard work," said Karin Sturm in her acceptance speech, on receiving the Bavarian Sports Prize. "I would like in particular to thank Dr Mario Theissen for his very kind words and for relating so many lovely anecdotes."

In addition to Dr Mario Theissen, racing drivers Maro Engel and Bruno Senna were also among the guests attending the awards ceremony. "For me, it was a great honour that Bruno Senna was present at the awards, representing the Senna family who have played an important role in my time in motor racing," added Karin.

Karin Sturm has been following the F1 circus around the world since 1982 and has achieved international success with her books about Michael Schumacher and Ayrton Senna. She has been writing for adrivo Sportpresse GmbH, its online magazine 'Motorsport-Magazin.com' and its monthly print magazine 'Motorsport-Magazin' since 2005.

"I can't imagine the Formula One paddock without Karin Sturm. Her hard work and tireless dedication make this prize thoroughly deserved. We are very proud of the fact that Karin's knowledge and expertise contribute so much to informing our readers," said Mike Wiedel, Managing Director of adrivo Sportpresse GmbH.

## **About adrivo Sportpresse GmbH**

adrivo Sportpresse GmbH specialises in the creation and distribution of editorial content on a variety of topics. The company offers a range of supporting media services such as administration, programming, marketing and design. It therefore qualifies as a full-service agency, able to cover all the needs of its customers, amongst whom are numerous other online and print media outlets. The company also manages the websites of Michael Schumacher, Formula One driver Nick Heidfeld and other prominent figures from the world of motor racing.

In *Motorsport-Magazin.com*, adrivo Sportpresse also operates one of the most popular and influential online motorsport sites in the German-speaking world. In addition, the corresponding print title *Motorsport-Magazin* is available monthly from newsagents.

For further information, please visit [www.adrivo-media.com](http://www.adrivo-media.com).

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