

IMAGOLIVE

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Oggetto: STEFY BAU ENTERS YOUTHSTREAM AS WOMEN'S WORLD CHAMPIONSHIP MANAGER



FIM Women Motocross World Championship

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FUNCHAL, 5 November 2007- After the recently announced upgrade from World Cup to World Championship, the FIM Women's Motocross World Championship sees former Champion **Bau** enter Youthstream as the Manager of the series.

The delicate task given to Bau confirms Youthstream's **commitment** into the series, which feature a total of **five rounds in 2008**, to be held together with the FIM MX1/MX2 Grand Prix

- ? 11 May, Italy, Mantova
- ? 18 May, Bulgaria, Sevlievo
- ? 15 June, France, St. Jean D'Angely
- ? 29 June, Germany, Teutschenthal
- ? 7 September, Benelux, Lierop

Stefy Bau is one of the most qualified professionals for developing this project, which aims at having a total of events from 8 to 10 by the 2010 season. Youthstream believes that the new World Championship will open a **complete new market** for Motocross, bringing the sport to more women's TV programs and magazines, and also helping to involve new sponsors linked to the women's world. Bau's important presence will surely **accelerate** this process.

Stefania "Stefy" Bau was born in Saronno, Italy, on the 17th of February 1977, in a family with a strong passion for motorsports. Stefy started racing motocross on a pit-bike at the age of six, then moved forward to the 125cc class in 1991. She won seven Women National Titles before moving to America in 1999, and winning two AMA Titles and two AMA International Cups. In 2000 she entered the Lites class in the AMA Outdoor Nationals, but in 2005 Bau suffered a significant crash breaking both ankles and ending her career.

The FIM Women's Motocross World Cup started in 2005, and the first winner was Geri

Stephanie Laier. Laier handed the number one to Kiwi Katherine Prumm in 2006, and the Mo Kawasaki rider retained the crown also in 2007, when Kawasaki fellow rider Livia Lanc eventually ended second, after finishing the previous two seasons in third place. 2007 discove handful of new talents, such as first round winner Larissa Papenmeier from Germany, compatriot Maria Franke, who ended the season with a brilliant third place.

CONTACTS

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LINKS

[FIM](#)

[Stefy Bau](#)

All info and photos on the FIM Women Motocross World Championship are online on the Official Motocross World Champic website, www.MotocrossMX1.com.

Youthstream is the company that manages the exclusive television, marketing and promotional world wide rights of the FI Motocross World Championship, the FIM Motocross of Nations, the FIM SuperMoto World Championship, the FIM SuperM Nations, the FIM Snowcross World Championship, the UEM Motocross European Championship and the UEM SuperMo European Championship.

www.MotocrossMX1.com

