



MINI TAKES THE STATES.

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MINI USA CONFIRMS CONTINUED PARTNERSHIP WITH FEEDING AMERICA® AS OFFICIAL CHARITY PARTNER FOR MINI TAKES THE STATES 2018

Woodcliff Lake, NJ – February 26, 2018... [MINI USA](#) today announced that [Feeding America](#), the nation's largest hunger-relief organization dedicated to fighting domestic hunger through a network of food banks, is again the Official Charity Partner of the legendary MINI owners road rally, MINI TAKES THE STATES. Similar to the MTTS 2016 partnership, a portion of the proceeds from each registration fee will be donated to Feeding America. In addition, MTTS 2018 participants will have the opportunity to personally raise money and awareness for hunger in America.

The legendary rally for MINI owners, which runs from July 14 – 22, will start from two separate locations on opposite sides of the country and meet in the middle for a weekend celebration of everything MINI. The starting cities will be Orlando, Fla., and Portland, Ore. The final destination is Keystone Resort in Keystone, Colo., approximately 75 miles west of downtown Denver.

“We witnessed a tremendous level of enthusiasm, passion and support from the MINI community for Feeding America during MINI TAKES THE STATES 2016 so we couldn’t be happier about the renewal of our partnership,” said Patrick McKenna, Department Head, MINI USA Marketing. “The rally will give the MINI community a chance to support this amazing charity through our #DriveForMore campaign, which focuses on more of what matters in life.”

Through the Feeding America partnership, those participating in MTTS 2018 will have the opportunity to contribute in various ways, including:

- Raising funds and awareness for Feeding America as they drive across the country;
- Supporting local food banks in their own community or along the MTTS route.

“The Feeding America network helps to provide food for Americans in need through a network of 200 food banks and 60,000 local food pantries and meal programs. We are excited to once again team up with MINI and their enthusiastic owner community as they rally through small towns and big cities across the U.S. to spread awareness and engage more people in the fight to end hunger,” said Nancy Curby, Senior Vice President, Corporate Partnerships and Operations at Feeding America. “During MTTS 2016, the MINI community helped to raise 1.3 million meals* for those in need. The collaboration with MINI allows us to continue the fight to end hunger.”

In 2016, MINI owners rallied with a purpose, making an epic 14-day, 4,397 mile adventure that started at Atlanta Motor Speedway on July 9 and ended at The Thermal Club in Palm Springs, Calif., while raising money for Feeding America. By the time the rally reached Palm Springs, the group had raised enough money to provide more than one million meals - easily topping the initial goal of 800,000 meals. In 2018, MINI owners will prove once again that when the MINI community comes together, great things are possible.

Registration for MTTS 2018 will open in April. To stay up to date on MTTS news opt in at MINITAKESTHESTATES.com.

For [press images](#) and [video b-roll](#) from MINI TAKES THE STATES 2016 please visit the [MTTS 2016 Newsroom](#) on [MINIUSANEWS.com](#). Browse through a collection of amazing stories from the road captured by the MINI USA team on the [MTTS 2016 Blog](#) on [MINIUSANEWS.com](#).

About MINI in the US

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The MINI USA sales organization is represented in the U.S. through a network of 125 MINI passenger car dealers in 39 states. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops.

About Feeding America

Feeding America® is the largest hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 46 million people each year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation

MINI

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that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit www.feedingamerica.org, find us on Facebook or follow us on Twitter.

*\$1 helps provide at least 10 meals secured by Feeding America® on behalf of local member food banks.

Journalist notes: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com. Follow us on Twitter at [@MINIUSANEWS](https://twitter.com/miniusanews)

Consumer information about MINI products is available via the internet at: www.MINIUSA.com.