

# MINI CORPORATE COMMUNICATIONS

Media information  
01 December 2022

## BIG LOVE for Christmas – MINI calls to support SOS Children's Villages.



MINI brings its worldwide community together in the festive music video for Chris Rea's "Driving Home for Christmas" and calls for donations to SOS Children's Villages to support children in need. MINI is once again supporting the SOS Children's Villages and asking its worldwide community to participate in donations for the SOS Children's Villages. In April this year the support offered by MINI was directed to SOS Children's Villages in Poland to alleviate the suffering or children displaced by war in neighboring Ukraine.

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**Munich.** The weeks before Christmas mark a very special time of the year for many people. The MINI music video for "Driving Home for Christmas" tells the special feeling of heading home to spend time together with friends and family. 44 years ago, Chris Rea wrote the song in a classic Mini on the way from London to his family in the North of England.

Many children around the world will not be able to experience "a bright

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holiday season in a warm and peaceful home" as they are separated from their families, abandoned, neglected or forced to live in an abusive environment. In more than 130 countries and territories, SOS Children's Villages does whatever it takes to ensure that each child grows up with the bonds they need to become their strongest selves.

Since April this year, a group of MINI employees dedicated their time to support SOS Children's Villages in Poland to alleviate the suffering of children displaced by the war in neighboring Ukraine. With the motto "we help to spread BIG LOVE" and with multi-layered measures such as School Starter Kits, an artist cooperation for the design of the accommodation and the involvement of MINI customers via the European trade partners, various impulses have already been set. This Christmas, MINI once again partners up with SOS Children's Villages and asks its worldwide community to join and donate to SOS Children's Villages.

SOS Children's Villages' 70 years of experience shows that when a child is listened to and grows up in a safe and supportive environment, they can develop healthier relationships as adults and be empowered to positively contribute to their families and communities in the future. In this way, the work made possible by MINI and its worldwide community not only impacts many children today, it also helps to ensure a brighter future for generations to come.

"MINI is committed to collaborate with SOS Children's Villages to enable children to contribute positively to society. The desire for inclusion for all people is reflected in the motto BIG LOVE with which the MINI Community lives and expresses diversity in all its forms", says Stefanie Wurst, Head of MINI.

With the video for "Driving Home for Christmas", MINI gives confidence to children in times of their greatest need by giving the worldwide MINI Community the opportunity to contribute too. Click here to donate:

<https://www.sos-childrensvillages.org/donate/bmw-mini>.

The MINI "Driving Home for Christmas" video can be seen [here](#).

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## About:

SOS Children's Villages, founded in 1949 by Hermann Gmeiner, is the world's largest non-governmental organization focused on supporting children and young people without parental care, or at risk of losing it.

Child neglect, abuse and abandonment is everywhere. Families are at risk of separation. Locally led, they work in more than 130 countries and territories to strengthen families who are under pressure so they can stay together. When this is not in a child or young person's best interests, they provide quality care according to their unique needs.

Together with partners, donors, communities, children, young people and families, they enable children to grow up with the bonds they need to develop and become their strongest selves. They speak up for each child's rights and advocate for change so all children can grow up in a supportive environment.

Their work is guided by the UN Convention on the Rights of the Child and the UN Guidelines for the Alternative Care of Children.

To learn more, visit [www.sos-childrensvillages.org](http://www.sos-childrensvillages.org).



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## The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 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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