

Media information

1 December 2021

**May your December be MINI and bright –
Festive MINI Electric embarks on charity
tour.**



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A MINI Electric, wrapped in 2,000 smart LED lights by Twinkly, is currently taking part in a five-week tour of the UK to spread festive cheer and raise money for three important charities; [the MS Trust](#), [Duchenne UK](#) and [Alzheimer's Society](#).

Munich. Lighting the way after the Festive MINI Electric's first public appearance at The Lexicon Bracknell in Berkshire, on the 25th November, the car is travelling to various locations around the UK, driven by project creator Nicholas 'Nico' Martin.

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The sen-sleigh-tional project first started over three years ago, with Nico hand-wrapping his MINI in fairy-lights and displaying it in his local town of Bracknell. However, in December 2020, without the usual Christmas switch-on displays delivering much-needed festive spirit, Nico realised he could use the Festive MINI to bring joy and positivity to people on their own doorsteps, whilst also raising awareness and over £5000 [the MS Trust](#) and [Duchenne UK](#), two charities very close to his heart.

Nico said, “I’m so pleased to be back with the Festive MINI charity tour. I just knew last year I had an opportunity to cheer people up and also to raise funds for the MS Trust and Duchenne UK. Both charities mean a lot to me - unfortunately my mother was diagnosed with Multiple Sclerosis six years ago, and in 2019 I was asked to take the Festive MINI to surprise an incredible young boy, Marcus Rooks, who was diagnosed with Duchenne Muscular Dystrophy. When I saw his face light up with so much joy and excitement, I realised that I had created something truly special. Ever since meeting him and learning about his condition, I’ve wanted to support him in any way I can.”

This year, Nico has introduced a guest charity spot taken up by [Alzheimer’s Society](#) and he has rallied support from MINI UK, Festive Lights and Italian smart lighting company Twinkly, to up the voltage on his project and make it bigger and better than ever, with an aim of raising as much money as possible for the three special causes.

Nico added: “I’m so grateful for the incredible support behind the project and the teams involved this year. The MINI Electric is even more exciting to drive and means all my trips on the tour are environmentally friendly and the app-controlled Twinkly lights with their amazing customisable animations really give the car a bit of extra magic. I can’t wait to get out on the road to spread some Festive MINI spirit and raise lots of money for the three charities!”

David George, Director, MINI UK said, “We’re extremely humbled to be a part of Nico’s fundraising project with the Festive MINI Electric.

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It's a wonderful idea that will bring people together, make them smile, and also raise funds for some amazing charities.”

For more information on the Festive MINI Tour and to keep updated on where it's headed visit www.festivemini.com

Donate here: <https://festivegiving.org.uk/fundraising/festive-mini/>

Follow Nico's journey on Instagram: @drivingwithnico





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The BMW Group

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