



Media Information

'P.E WITH JOE' GOES ON TOUR WITH THE MINI COUNTRYMAN.

- The Body Coach aka Joe Wicks is taking 'P.E with Joe' on the road
- A six-stop road trip in the MINI Countryman from Chichester to Edinburgh
- Tickets are £5 for children and £10 per adult - all proceeds will be donated to BBC Children in Need
- To book tickets visit www.mini.co.uk/en_GB/home/mini-news/joe-wicks-tour

Following the colossal success of 'P.E with Joe' during lockdown in 2020 and early 2021, longstanding MINI Ambassador Joe Wicks, aka The Body Coach, is taking on the challenge of keeping families moving during the school summer holidays, setting off on a six-stop, 549-mile road trip in the MINI Countryman.

Joe said: "I'm so excited to be taking P.E with Joe on the road with MINI. Millions of families took part from their living rooms during lockdown and it's going to be amazing to meet some of them in real-life. The workouts are going to be really fun and the locations are all incredible. I can't wait to see you there."

From Monday 9th to Saturday 14th August, Joe and his team will be driving from Chichester to Edinburgh and running a 30-minute live workout at six different venues, encouraging as many families as possible to join in.

After the workout, everyone will have the chance to meet the man himself, before he heads to his next location. Joe will be stopping at the following locations on the MINI road trip;

Monday 9 th August	Goodwood Racecourse, Chichester
Tuesday 10 th August	Cheltenham Racecourse
Wednesday 11 th August	Warwick Castle

Thursday 12 th August	Castle Howard, York
Friday 13 th August	Emirates Riverside, Durham
Saturday 14 th August	Dundas Castle, Edinburgh

Joe and his team will be completing the road trip in a MINI Countryman, the brand's biggest and most versatile SUV, providing the perfect space to transport all of their equipment and re-energise during the cross-country journey.

P.E with Joe ran throughout 2020 and early 2021 during the COVID-19 lockdowns, providing a daily live workout on YouTube to help kids and families keep moving and feeling positive during the pandemic. In total, Joe's workouts were watched over 100 million times, enabling him to make a charity donation of over £580,000 to the NHS.

Tickets for P.E with Joe are £5 for children and £10 for adults. All proceeds will go to BBC Children in Need where, since 2019, Joe has had the role of the charity's School Ambassador.

To book tickets to join a 'P.E with Joe' workout at one of the locations, please visit www.mini.co.uk/en_GB/home/mini-news/joe-wicks-tour.

For more information on the MINI Countryman, please visit www.mini.co.uk.

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 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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