



Media Alert

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

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

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

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 for [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.

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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. 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](http://www.festivemini.com)

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

Follow Nico’s journey on Instagram: @drivingwithnico

## Ends

### 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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### About Twinkly

Ledworks is an Italian startup whose mission is to bring digital innovation to the world of consumer and professional lighting. Ledworks is the creator of Twinkly Smart Decor - a product suite of lighting with many innovative features that can be controlled via a smartphone app. Twinkly's innovative and customizable LED lights offer unlimited combinations of colours and patterns, giving consumers the ability to customize their holiday and home decorations right from their smartphone.

[www.twinkly.com](http://www.twinkly.com)

### **About Festive Lights**

Festive Lights was established in 1999. We have over 20 years of lighting experience, with the knowledge, expertise and product ranges to make sure our customers have everything they need to bring every event to light! Over the past two decades, we have polished our products and services to perfection, from tailored quotes to bespoke products, for installations of every size.

<https://www.festive-lights.com/>

### **About the MS Trust**

130 people are diagnosed with multiple sclerosis every week in the UK. That's one person every two hours. An MS diagnosis can be devastating, for people with MS and their loved ones. You may feel lost, alone and uncertain about the future. But you don't have to deal with it alone. The MS Trust is here for everyone affected by MS, from the moment of diagnosis and throughout your journey.

We're here for you today, tomorrow and every day after that. We fight to make sure everyone affected by MS can access good quality, specialist care and live the best life they possibly can. We support and train your MS health professionals and fund MS specialist nurses and Advanced MS Champions across the UK. We produce practical, evidence-based information, online and in print, and our dedicated Enquiry Service team are a friendly and knowledgeable voice to speak to for anyone who needs to know more about MS.

<https://mstrust.org.uk/>

### **About Duchenne UK**

Duchenne UK has one clear aim – to end Duchenne, a devastating muscle-wasting disease. As the leading Duchenne charity in the UK, they connect the best researchers with industry, the NHS and families to accelerate every stage of drug development. Together, we will find effective treatments for this generation of people living with DMD.

Duchenne muscular dystrophy (DMD) is the most common fatal genetic disease diagnosed in childhood. Children born with DMD cannot produce the protein dystrophin which is vital for muscle strength and function. Muscle weakness starts in early childhood. Many use a wheelchair by around the age of 12. As deterioration continues it leads to paralysis and a shortened life expectancy. It almost exclusively affects boys. In the UK there are around 2,500 boys affected and around 300,000 worldwide. It is classified as a rare disease.

Our president is HRH The Duchess of Cornwall. Our patrons include the broadcasters Krishnan Guru-Murthy and Mary Nightingale, and the sports stars Owen Farrell, Kris Radlinski and Andy Farrell.

For more information visit <https://www.duchenneuk.org/>

### **About Alzheimer's Society**

Alzheimer's Society is the UK's leading dementia charity. We provide information and support, fund research, campaign to improve care and create lasting change for people affected by dementia in England, Wales and Northern Ireland.

Dementia devastates lives. Alzheimer's Society research shows that 850,000 people in the UK have a form of dementia. Dementia deaths are rising year on year and 225,000 will develop dementia this year - that's one every three minutes.

We want everyone affected by dementia to know that whoever you are, whatever you are going through, you can turn to Alzheimer's Society for support, help and advice. Visit Alzheimer's Society's website ([alzheimers.org.uk](http://alzheimers.org.uk)) or call the Dementia Connect support line on 0333 150 3456.

<https://www.alzheimers.org.uk/>

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Festive MINI Electric  
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