



Media Information

## Young conservationists can adventure together with MINI and Longleat to win a VIP experience.

For the second consecutive year, MINI will be celebrating its partnership with Longleat with a safari takeover and display at the park from Saturday 28<sup>th</sup> May to Sunday 5<sup>th</sup> June, allowing families to go on the ultimate animal adventure with MINI whilst also raising funds for Tusk, a wildlife conservation charity close to Longleat's heart.

The exclusive MINI drive-through experience will enable VIP guests to exchange their own vehicle and experience the Longleat Safari Drive-Through from the spacious comfort of a MINI Countryman Plug-In Hybrid, so they can enjoy the park whilst emitting fewer emissions.

With a shared passion for adventure and education, MINI and Longleat are also on a drive to inspire the next generation of young conservationists and launching a roar-some new competition on 28<sup>th</sup> May.

To enter the competition, aspiring young conservations simply need to create a 30-second video explaining what they are doing at home to contribute to conservation and share it with MINI UK via DM to [their Instagram](#) by 11<sup>th</sup> June.

Participants could be in with a chance of their content featuring on the MINI UK social channels, and the winner receiving an overnight stay at the UK's number 1 Safari Park where they will get to experience conservation and adventure face to face.

[Click here](#) for the competition terms and conditions.

For more information about the MINI experience at Longleat, please visit <https://longleat.mini.co.uk/>.

### 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 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 2021 was € 16.1 billion on

BMW Group Company

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**YOUNG  
CONSERVATIONI  
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revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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 Longleat**

Home to the Marquesses of Bath since the 1600s, Longleat has been welcoming visitors for more than 400 years. The Wiltshire estate was the first to open its doors to the public back in 1949 and totally re-defined the world of tourism in 1966 when it launched the only drive-through safari park outside of Africa.

Today it is one of the UK's most iconic and popular family attractions, annually attracting around a million visitors with its unique mix of magical wildlife encounters, rich history, astonishing family experiences and year-round programme of immersive events and festivals

Contact [press@longleat.co.uk](mailto:press@longleat.co.uk) for more information.

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