



Media Information

P.E with Joe goes on the road with MINI this summer to improve wellbeing through exercise.

- The Body Coach aka Joe Wicks is taking 'P.E with Joe' on tour again with MINI
- With MINI's Big Love support behind him, Joe is on a mission to improve mental wellbeing through exercise
- A seven-stop road trip in the MINI Countryman from Somerset to Perth
- Tickets are £5 for children and £8 per adult - all proceeds will be donated to BBC Children in Need
- To book tickets visit <https://www.mini.co.uk/pewithjoe>

The Body Coach, aka Joe Wicks, is taking 'P.E with Joe' on the road with MINI for the second year running to bring people together for wellness wins – staged as the ultimate event to get families feeling energised, mentally and physically.

Seven in 10 adults say that they used exercise to manage their mental health during the pandemic - highlighting its important link to wellbeing¹. As part of MINI's 2022 Big Love event series, Joe is out to keep families healthy and motivated—with message that we should all be able to lead a healthy life with minimal effort.

As part of [MINI's Big Love initiative](#), Joe is out to keep families healthy and motivated.

From Sunday 31st July to Saturday 6th August, Joe Wicks will be embarking on an energetic national tour in his MINI to bring his family-friendly brand of workouts

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¹ Source: Sport England, 2021:

https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/2021-04/Understanding%20the%20Impact%20of%20Covid%20April%202021_0.pdf?VersionId=rDJkuKjVEnrsQYsDn9nSYezUmXlu6ZK9

to seven iconic locations in Somerset, Cardiff, Oxford, Norfolk, Leeds, Lauder and Perth.

Kicking off at Forde Abbey, Somerset, Joe will give attendees a first-hand experience of his famed workouts that make burpees, push-ups and star jumps fun as only he can. After each 45-minute session everyone will also have the chance to meet the man himself before he sets off to his next location.

“I’m really excited to be taking P.E with Joe on the road again with MINI and meeting so many amazing people dedicated to keeping fit and having fun. I can’t wait to see you all there,” said Joe Wicks ahead of the tour.

“Last year was such an incredible and humbling experience. Meeting everyone that came along and hearing their inspiring stories meant so much to me. It really emphasised the importance of moving your body, not just for keeping fit, but for the truly positive impact it can have on your mental health.”

In 2021 Joe went on a MINI road trip to six locations in six days, bringing fitness to over 6,000 exercise-keen participants and raising a staggering £50,000 for Children in Need in the process.

Once again, 100% of proceeds from this year’s tour will be donated to BBC Children in Need to help support children across the UK. Joe has had the role of the charity’s School Ambassador since 2019.

P.E with Joe 2022 tour locations:

Sunday 31st July - Forde Abbey, Somerset

Monday 1st August- Principality Stadium, Cardiff

Tuesday 2nd August- Waddesdon Manor, Oxford

Wednesday 3rd August- Sandringham House, Norfolk

Thursday 4th August- Harewood House, Leeds

Friday 5th August- Thirlestane Castle, Lauder

Saturday 6th August- Scone Palace, Perth

For more information on the tour and to get hold of tickets to workout at one of the locations; hop, skip or jump your way to <https://www.mini.co.uk/pewithjoe>.

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 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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ON THE ROAD
WITH MINI THIS
SUMMER.
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