



Media Information

P.E. with Joe Wicks returns as thousands take part in the MINI-supported tour raising £35,760 for Children in Need

- The Body Coach aka Joe Wicks took 'P.E. with Joe' on tour across the UK for a second year running
- The seven-stop road trip in a MINI Countryman took Joe from Somerset to Perth, Scotland
- Powered by MINI Big Love, Joe is on a mission to improve mental wellbeing through exercise
- More than 5,500 people attended during the week raising £35,760 for Children in Need

From 31 July to 6 August, The Body Coach, aka Joe Wicks, took 'P.E. with Joe' on the road with MINI for a second year running, bringing people together and staging the ultimate event to get families feeling energised, mentally and physically.

Throughout the seven-day tour, Joe brought his unique brand of fitness to more than 5,500 people, raising £35,760 for Children in Need in the process.

The Covid pandemic highlighted the vital link between exercise and mental health, with seven out of ten adults saying they used it to manage their state of mind. Joe is determined to keep families healthy and motivated and his message during this tour, as part of MINI's 2022 Big Love event series, is that exercise can be fun and easy.

Sat behind the wheel of his MINI Countryman, Joe visited seven locations in Chard, Cardiff, Oxford, Norfolk [Sandringham], Leeds, Lauder and Perth.

Kicking off at Forde Abbey, near Chard and ending at Scone Palace in Perth, Joe led thousands of people who completed *101,916 burpees, 249,128 star jumps, 192,508 Spider-Man lunges and 124,564 squats.

BMW Group Company

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Reflecting on the tour Joe Wicks said, “What a week that was! It’s been incredible to meet so many people and hear their stories about how P.E. with Joe transformed their lives in lockdown and beyond.

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.”

Last year Joe went on a MINI road trip to six locations in six days, bringing fitness to over 5,500 exercise-keen participants and raising money for Children in Need in the process.

Once again, 100 per cent of the proceeds from this year’s tour will be donated to BBC Children in Need to help support children across the UK. Joe was appointed to the role of School Ambassador for the charity in 2019 and continues to go above and beyond in his fundraising efforts.

For more information on the tour hop, skip or jump your way to <https://www.mini.co.uk/pewithjoe>.

Ends

*Estimates calculated based on number of attendees and number of repetitions performed by Joe Wicks of each of the exercises during the 7 days of the tour.

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THOUSANDS TAKE
PART IN P.E. WITH
JOE WICKS AS MINI
SPONSORED TOUR
RAISES £35,760

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