



Media Information

MINI encourages you to 'Walk With Joe': Powered by Big Love

The Body Coach, aka Joe Wicks MBE, is back on the road with MINI as he launches Walk With Joe - a new campaign powered by Big Love and supported by parkrun.

Over the first two weekends in November, the nation's favourite P.E. teacher invites you to join him as he leads a series of walks at parkrun locations around the UK - promising to get you walking, talking and feeling great while raising money for BBC Children in Need.

From behind the wheel of his MINI Countryman Plug-in Hybrid, Joe will be journeying his way to four parkrun locations; Maidenhead (Saturday 5 November), Newport (Sunday 6 November), Dundee (Saturday 12 November) and Nottingham (Sunday 13 November).

Each Walk With Joe event follows the same routine as parkrun - a timed 2k or 5k which is free to attend. MINI will be on hand to keep you feeling energised, providing coffee*, conversation, a motivating playlist curated by walkers and Joe together, and fresh fruit from the MINI Electric Fruit Car-T.

MINI will also be opening the Big Love Bootbank once again, encouraging walkers to bring along pre-loved sports gear which will be donated to Children in Need Charity, Notts County Foundation. Once you've crossed the finish line, you'll receive a positive affirmation on seeded paper from Joe to take away and have the chance to take a Big Love snap - eyes peeled for Pudsey!

Ahead of the Walk With Joe fundraising events, Joe Wicks said, "I'm a massive advocate of moving the body to help the mind, and walking and talking with family and friends has always been really important to me."

BMW Group Company

Postal Address
MINI UK
Summit One
Summit Avenue
Farnborough
Hampshire
GU14 0FB

Telephone
+44 (0) 1252 920 000

Internet
www.mini.co.uk

03.11.2022

Walk With Joe is an easy and accessible way for people of all abilities to come together and reconnect, while helping to raise money for children and young people across the UK. By getting together, we can make a real difference..."

Following the series of parkrun events Joe will continue his fundraising on Friday 18 November, walking an epic 30-mile ultra-marathon. With the aim of completing the challenge in ten hours, Joe will cross the finish line live on the BBC Children in Need Great SPOTacular Appeal Show airing at 7pm, Friday 18 November on BBC One – with MINI providing a fleet of electrified support cars along the way.

Federico Izzo, Director of MINI UK said, "MINI is proud to continue supporting Joe Wicks as he launches Walk With Joe for BBC Children in Need. The Walk With Joe campaign perfectly illustrates what it means to show Big Love, bringing communities together across the nation and inspiring positive action. We hope to see as many people as possible at their local parkrun and wish Joe the very best of luck for his ultra-marathon, raising vital funds for deserving causes in the UK."

To find out more about Walk With Joe, please click [here](#).

Ends

*MINI will be providing coffee at the Dundee and Nottingham parkrun locations.

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 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.

BMW Group Company

Postal Address
MINI UK
Summit One
Summit Avenue
Farnborough
Hampshire
GU14 0FB

Telephone
+44 (0) 1252 920 000

Internet
www.mini.co.uk

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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

MINI UK
Media Information

MINI ENCOURAGES
YOU TO WALK
WITH JOE:
POWERED BY BIG
LOVE

03.11.2022

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>

MINI Press Office Contacts:

Tom Evans

MINI Press Officer

Tel: 07815 371705

Email: Thomas.Evans@mini.co.uk

Helen Wilson

MINI Media Relations Manager

Tel: 07815 372480

Email: Helen.Wilson@mini.co.uk

Christina Burnham-Hepe

General Manager, Communications

Tel: 07815 371206

Email: Christina.Burnham-Hepe@bmw.co.uk

Graham Biggs

Corporate Communications Director

Tel: 07815 376867

Email: Graham.Biggs@bmw.co.uk

Media website:

www.press.bmwgroup.co.uk

www.mini.co.uk

www.twitter.com/miniuk

www.facebook.com/miniuk

www.youtube.com/miniuk

About BBC Children in Need:

- BBC Children in Need believe every child and young person deserves the opportunity to thrive and be the best they can be.
- BBC Children in Need's ambition is to create lasting, positive change across the UK for the children and young people who need it most. Together with the BBC and partners, BBC Children in Need aim to inspire the nation in support of their work.
- BBC Children in Need's 2,200 local charities and projects work tirelessly in every corner of the UK to help children & young people overcome the additional challenges they currently face, including supporting children & young people living in poverty, providing emergency support

BMW Group Company

Postal Address
MINI UK
Summit One
Summit Avenue
Farnborough
Hampshire
GU14 0FB

Telephone
+44 (0) 1252 920 000

Internet
www.mini.co.uk