

MINI UK CORPORATE COMMUNICATIONS



Media Information

MINI INTRODUCES EMILY COXHEAD AS FIRST-EVER HAPPINESS AMBASSADOR, SERVING UP POSITIVI-TEA AT IMMERSIVE LONDON POP UP.

To celebrate the arrival of International Happiness Month, MINI is pleased to unveil Emily Coxhead as the brand's first official 'Happiness Ambassador'.

Best known as the creator of The Happy Newspaper – a platform celebrating positive news and wonderful people – the British illustrator joins MINI on its Big Love mission to make life brighter, launching the MINI Positivi-Tea Room at Westfields, White City, this August.

Serving up nothing but positivity (and tea) on Friday 4th and Saturday 5th August, the immersive pop-up is designed to restore, reinvigorate, and recharge passersby, with visitors treated to good vibes and complimentary tea. Designed by Emily, the Positivi-Tea Room is the ultimate space for busy shoppers to relax and take a break from their busy day, with copies of 'The Happy Newspaper' available for guests to read or take with them.

Passionate about making the world a happier place, Emily launched The Happy Newspaper in 2015, when the then 22-year-old entrepreneur realised the negative effect news was having on her. Today, the quarterly newspaper boasts over 400,000 followers on Instagram and 20,000 subscribers across 30 countries, as Emily continues her pursuit to 'sprinkle happiness over the planet'.

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

With a MINI Electric Convertible on display at the pop-up, shoppers will be able to see for themselves why MINI Electric drivers can embrace more feel-good joy than ever before, with the electrified droptop offering the same fun-filled, joyful driving the iconic Convertible is famous for, while emitting zero driving emissions.

MINI UK
Media Information

MINI INTRODUCES
EMILY COXHEAD
AS FIRST-EVER
HAPPINESS
AMBASSADOR,
SERVING UP
POSITIVI-TEA AT
IMMERSIVE
LONDON POP UP.

01/08/2023
page 2

Sharing Emily's optimistic attitude to life, MINI aims to inspire a world of positive action through its Big Love ethos. From planting Tiny Forests across the UK to supporting Joe Wicks as he endeavours to improve mental wellbeing through exercise, MINI's Big Love initiatives exist to build a brighter future for people, their communities, and the planet.

On partnering with MINI, Emily Coxhead said, "I'm so excited to be working with MINI as their first Happiness Ambassador, sharing their passion for spreading positivity, happiness and Big Love. MINI has always been special to me and my family as my dad refurbed by Mum's first car, her pride and joy classic Mini, turning it into a yellow ray of sunshine called Daisy that is spoken about to this day.

Combining my words and doodles with cups of tea to spread some Big Love to anyone who needs it, is sure to make people smile, which is what MINI's mission is all about."

The MINI Positivi-Tea Room will be at Westfields, White City, (North Atrium) on Friday 4th and Saturday 5th August 2023.

To learn more about Emily Coxhead, or subscribe to The Happy Newspaper, click [here](#). To see what else MINI is doing to spread Big Love, visit the Big Love Hub [here](#).

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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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.

www.bmwgroup.com

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

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

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

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

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

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

MINI Press Office Contacts:

Tom Evans

MINI UK
Media Information

MINI INTRODUCES
EMILY COXHEAD
AS FIRST-EVER
HAPPINESS
AMBASSADOR,
SERVING UP
POSITIVI-TEA AT
IMMERSIVE
LONDON POP UP.

01/08/2023
page 3

MINI Press Officer
Tel: 07815 371705
Email: Tom.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/miniuks
www.facebook.com/miniuks
www.youtube.com/miniuks

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