



MINI TAKES THE STATES RALLYS TO A BITTERWEET FINISH IN PALM SPRINGS

Contact:

Mariella Kapsaskis
MINI Communications Manager
201.930.3166
Mariella.Kapsaskis@miniusa.com

Rob Duda
Director, Peppercomm
908.347.1243
rduda@peppercomm.com

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Woodcliff Lake, NJ – July 27, 2016- [MINI TAKES THE STATES 2016](#) (MTTS), the legendary two-week cross-country rally for MINI owners and enthusiasts, came to an end this weekend at [The Thermal Club](#) in Palm Springs, Calif., after an epic 4,397 mile adventure that started at [Atlanta Motor Speedway](#) on July 9th. Travelling through two national parks and eight race tracks, the biennial trek attracted a record 4,000 plus MINI owners over the two weeks, with more than 900 owners going “all the way”. At times the group swelled to more than 1,500 owners and 700 MINI vehicles of all shapes, colors and sizes.

Although the loyal MINI community never needs a reason to rally, this year they motored with a purpose. The group, with participants from all over the U.S. and around the world, took to America’s country backroads and freeways to #DefyHunger with charity partner [Feeding America](#). By the time the rally had come to a close at the Thermal Club, the group had raised enough money to provide more than one million meals to help people facing hunger through their fundraising efforts, easily topping the initial goal of 800,000 meals.

“The turnout for MTTS 2016 was incredible and we could not be more proud of the MINI community for everything they’ve done to help us support Feeding America,” said Tom Noble, Department Head, MINI Brand Communications. “Our owners not only gained the support of their friends and family at home but they also engaged with people in the local communities along the route. Because of their efforts we are able to help Feeding America to get healthy food to where it’s needed most.”

The two-week adventure through 14 cities in 15 days kicked off with a team of parachutists who dove from planes 3,000 feet in the sky towards a fleet of MINI Convertibles filled with food donations, asking everyone in attendance to “jump in” to help #DefyHunger.

And that’s just what they did. “Hunger exists in every county in the United States, and it’s a reality for 48 million Americans who don’t know where they’ll find their next meal,” said Nancy Curby, Vice President of Corporate Partnerships, Feeding America. “It’s an issue that will not and cannot be solved unless we do it together, and we couldn’t be more grateful to see the support from MINI USA and their loyal community.”

Official press photos and b-roll from the entire 14-day event are available for download on MINIUSANEWS.com. Browse through a collection of amazing stories from the road captured by the MINI USA team on the [MTTS 2016 Blog](#) on MINIUSANEWS.com. Media interested in updates on MINI USA can also follow us on Twitter at [@MINIUSANEWS](https://twitter.com/MINIUSANEWS).

About MINI in the US

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The MINI USA sales organization is represented in the U.S. through a network of 126 MINI passenger car dealers in 39 states. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a model range of six unique vehicles.

About Feeding America

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit www.feedingamerica.org, find us on [Facebook](#) or follow us on [Twitter](#).

Journalist notes: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com. Follow us on Twitter at [@MINIUSANEWS](https://twitter.com/MINIUSANEWS)

Consumer information about MINI products is available via the internet
at: www.MINIUSA.com.