

## MINI USA AND BEST FRIENDS ANIMAL SOCIETY



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### MINI USA AND BEST FRIENDS ANIMAL SOCIETY CELEBRATE PARTNERSHIP WITH PUP-UP EVENT IN NEW YORK CITY TO CELEBRATE STRUT YOUR MUTT

Woodcliff Lake, NJ – October 21, 2019- [MINI USA](#) and [Best Friends Animal Society](#) will celebrate their ongoing partnership this Saturday, October 26, with a “pup-up” event, dubbed “MINI of Mutthattan”, at the [Best Friends Lifesaving Center](#) in New York City. The pup-up event, which runs from 12 p.m. to 8 p.m., will offer fee waived adoptions of dogs and cats courtesy of MINI USA in honor of Best Friend’s annual Strut Your Mutt Day. The special adoption event will celebrate the two brands and their DRIVE to Save Them All®.

MINI USA and Best Friends have been closely aligned since 2013, with multiple dealers supporting Strut Your Mutt events each year across the country. MINI USA also provides Best Friends with a fleet of [MINI Countryman](#) to use for animal rescue, vet visits and adoption days. In 2014, [Best Friends was the charitable partner](#) for [MINI TAKES THE STATES](#), MINI USA’s biennial owners rally, where proceeds from the registration fee went to support Best Friends and owners made personal contributions and fundraised on the road.

“Passion is at the core of the MINI brand and we know that MINI owners and dealers are equally as passionate about their pets, in fact, 65 percent of our owners have a dog or cat at home.” said Steve Ambeau, Department Head, MINI Brand Communications,

MINI USA. "For this reason, we feel it's not only the perfect partnership, but also important for us to do everything we can to support the drive in helping to find pets happy homes and save them all."

In addition to the upcoming New York City adoption event, dealers in Minneapolis-St. Paul, Washington DC, Salt Lake City, Phoenix, Los Angeles, and Jacksonville are supporting the local Strut Your Mutt events, which are held to bring communities together to raise money and save the lives of homeless pets. Many dealers across the country host adoption days in their showrooms with local rescue groups.

### **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 123 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 five unique vehicles.

Journalist notes: Media information about MINI and its products is available to journalists on-line at [www.miniusanews.com](http://www.miniusanews.com).

### **About Best Friends Animal Society**

Best Friends Animal Society is a leading national animal welfare organization dedicated to ending the killing of dogs and cats in America's shelters. In addition to running lifesaving programs in partnership with more than 2,700 animal welfare groups across the country, Best Friends has regional centers in New York City, Los Angeles, Atlanta and Salt Lake City, and operates the nation's largest no-kill sanctuary for companion animals. Founded in 1984, Best Friends is a pioneer in the no-kill movement and has helped reduce the number of animals killed in shelters nationwide from an estimated 17 million per year to around 733,000. That means there are still about 2,000 dogs and cats killed every day in shelters, just because they don't have safe places to call home. We are determined to bring the country to no-kill by the year 2025. Working collaboratively with shelters, rescue groups, other organizations and you, we will end the killing and Save Them All. To check out our community lifesaving dashboard and for more information, visit [bestfriends.org](http://bestfriends.org).

Join the conversation on [Facebook.com/bestfriendsanimalsociety](https://www.facebook.com/bestfriendsanimalsociety), Twitter (@BestFriends) and Instagram (@BestFriendsAnimalSociety).