

MINI USA CONFIRMS PARTNERS FOR MINI TAKES THE STATES 2024



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MINI rallies owners to gear up for an unforgettable journey, drive positive change by inspiring community connection with nature, and expand access to safe and quality summer camp experiences.

Official charity partners include American Camp Association and Keep America Beautiful. Additional sponsors include the MINI Card, the MINI Motoring Protection Programs and SiriusXM.

Woodcliff Lake, NJ – June 18, 2024 – [MINI USA](#) today announced its official charity and education partners for [MINI TAKES THE STATES](#) (MTTS) 2024. Picking up on the excitement it left on the road in 2022, the famous rally for MINI owners will take place from July 13–21, kicking off in Albuquerque, New Mexico, and making its way to a grand finale in Seattle, Washington.

MINI USA is excited to partner with the [American Camp Association](#) (ACA) for the first time. Together, MINI USA and ACA will increase awareness of the benefits of summer camp experiences for all children while also increasing access to summer camp through camp scholarships for families who need it most. Please consider joining us in this important work with a donation today at: bit.ly/CampMINIScholarship

Following a successful partnership from the MINI Together event in 2023, [Keep America Beautiful](#) continues to be a nonprofit partner, this time for MTTS. Keep America Beautiful is the nation's leading community improvement organization, inspiring and educating people to take action every day to improve and beautify their community environment.

The American Camp Association® (ACA) is a national 501(c)(3) nonprofit organization serving the more than 20,000 year-round and summer camps in the US that annually serve more than 26 million campers. ACA is committed to collaborating with those who believe in quality camp and outdoor experiences for children, youth, and adults. ACA provides advocacy, evidence-based education, and professional development, and is the only independent national accrediting body for the organized camp experience.

“We are grateful for this partnership between MINI USA and ACA and the positive impact it will have on today’s youth,” said Tom Rosenberg, ACA president/CEO. “We know that camp experiences build a world of belonging and growth, and that campers gain important life and character-building skills like communication, collaboration, problem-solving, confidence, and independence. We’re excited that this partnership will increase access to these camp experiences for children who otherwise might not be able to attend.”

As the other nonprofit partner on the road with MTTS, Keep America Beautiful is committed to building a cleaner, greener America where everyone enjoys the benefits of living in a safe, healthy, and beautiful community. Each year, Keep America Beautiful volunteers remove millions of pounds of litter from tens of thousands of streets and roadways. Throughout the event, MTTS participants will be encouraged to pick up litter as they motor on MTTS to help Keep America Beautiful reach their goal of picking up 25 billion pieces of litter by July 2026. There will also be an opportunity to support Keep America Beautiful beautification and clean-up projects through peer-to-peer fundraising and donations [here](#).

The partnerships with the American Camp Association, Keep America Beautiful and URBAN-X by MINI are well aligned with the “Camp MINI” theme for this summer’s event, as they tie together the importance of sustainability, community, and the natural beauty of the national parks along the route.

Built by MINI in 2016, [URBAN-X](#) partners with startups to reimagine city life and build bold technology solutions for a sustainable planet. The team from URBAN-X will be on the road educating MINI owners about innovative urban tech solutions developed by start-up companies and founders who participated in the accelerator program.

Also joining the rally as a sponsor this year is the MINI Card by MINI Financial Services. The brand-new MINI Card will make its debut this year at MTTS 2024. MTTS participants will be among the first to get access to the new MINI Card, inspired by the rich heritage of MINI and made from ocean bound plastic – reinforcing the brand’s commitment to Driving Good – now and into the future. MINI owners participating in the rally can learn more [here](#) and take advantage of an exclusive offer for MTTS participants. MINI Financial Services will also help MTTS participants upgrade their MINI Card on the route.

The MINI Motoring Protection Programs also join MTTS as a new sponsor. The MINI Motoring Protection Programs in partnership with Plant Oxford will help MINI owners protect their vehicles during MTTS and everyday excursions, alike. With a Multi-Coverage Protection Program, MINI owners can build a custom suite of products that fit their driving style and lifestyle. No matter what they encounter on the road, MINI Motoring Protection Programs can help MINI owners stay in motion.

[SiriusXM](#) has also joined MINI as the Audio Entertainment Sponsor of MINI Takes the States, offering all eligible attendees 90 days of free streaming via the SiriusXM app. SiriusXM immerses listeners in the audio that gets you closer to everything you love with endless music, talk, sports, news, comedy, podcasts, original shows and exclusive insider moments you won't get anywhere else.

To be part of this unforgettable rally experience, register now at [MINITAKESTHESTATES.com](https://minitakesthestates.com).

For [press images](#) and video b-roll from MINI TAKES THE STATES 2022, please visit the [MTTS 2022 Newsroom](#) on MINIUSANEWS.com.

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 authorized MINI USA dealer organization is represented by a network of 104 MINI full passenger car sales and service dealers located throughout the US. 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.

About American Camp Association

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About Keep America Beautiful

Keep America Beautiful®, the nation's leading community improvement nonprofit organization, inspires and educates people to take action every day to improve and

beautify their community environment. Established in 1953, Keep America Beautiful® strives to End Littering, Improve Recycling, and Beautify America's Communities. Join us on Facebook, Instagram, Twitter, LinkedIn, and YouTube. Donate and take action at **kab.org**.

Journalist notes: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com.

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