MINI sponsors crew to rally through Africa

MINI has announced that it will be the official vehicle sponsor of the 2012 Put Foot Rally crew, Shake & Bake, for their 17 day adventure through Africa.

The Put Foot Rally is a journey through Namibia, Zambia, Zimbabwe, Malawi and Mozambique. The Rally 'vibe' is for participants to get off the beaten track and take the road less travelled. Teams are responsible for their own vehicles and route, with challenges around every corner, experiencing different cultures and traditions. It goes without saying that Africa's first social adventure rally epitomises all the values of the MINI brand: unique, fun, adventurous, and all about the journey.

Meegan Rourke, Louise Gans, Andrew McGill and Gordon McTavish are thrilled to partner with MINI, a brand associated with sporty fun and individuality. MINI has committed a brand-new MINI Cooper S ALL4 Countryman to the team from Durban, South Africa, who are excited to welcome MINI as the '5th member' of their crew.

"We are excited to partner with the Put Foot Rally crew and have no doubt that the MINI Countryman will demonstrate its broader range of abilities in both urban use and beyond. The crew will demonstrate how the MINI Countryman paves the way for larger and evolving target groups with a greater need for space and flexibility to experience the driving fun that comes with a MINI," says Karen Valle, general manager of MINI.

As part of MINI's sponsorship agreement, MINI has pledged to match funds raised by Shake & Bake up to R100 000.

Besides giving participants the opportunity to travel into the heart of Southern Africa, the Rally is also a fundraising initiative. Team Shake & Bake has targeted R50 000 as their fundraising goal for The Put Foot Foundation, and are encouraging people to 'rally' around them in support of a good cause.

Donations earmarked for The Put Foot Foundation will be channeled into 'Shoe Drops', where underprivileged school children at pre-identified schools along the route will be given school shoes, enabling them to walk to school without discomfort, cold or infection, and giving them access to schools who prevent children from attending without a full school

uniform.

On 20 June, the team will set off in their MINI Countryman in search of their checkpoints (Etosha, Victoria Falls, Kariba Dam, Lake Malawi), and finally to the finish line in Mozambique on 16 July.

Support The Put Foot Foundation by making a secure online donation today at shakebakecrew.givengain.org. MINI will match every Rand donated up to R100, 000!

For more:

- Website: www.shakebakecrew.co.za
- Facebook: www.facebook.com/ShakeBakeCrew
- Twitter: @ShakeBakeCrew

- Donate: www.givengain.com/activist/72997/projects/2488

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