

MINI, official sponsor of Put Foot Rally team

MINI 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 an epic 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.

Meegan Rourke, Louise Gans, Andrew McGill and Gordon McTavish are thrilled to partner with MINI, who has committed a brand-new MINI Cooper S ALL4 Countryman to the four Durbanites. Hailed as a Sports Activity Vehicle for extreme driving fun on any terrain, the Countryman is a perfect fit for this Put Foot Rally crew.

MINI will show its abilities

"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 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 the car," says Karen Valle, general manager of MINI.

As part of MINI's sponsorship agreement, the company 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.

New shoes for schoolchildren

Donations earmarked for The Put Foot Foundation will be channelled into Shoe Drops, where underprivileged school children at pre-identified schools along the route will be given brand new 100% leather South African made school shoes, enabling them to walk to school without discomfort, cold or infection, and giving them access to schools that prevent children from attending without a full school uniform.

Team Shake & Bake will set off on 20 June in search of their checkpoints - Etosha, Victoria Falls, Kariba Dam, Lake Malawi - and finally to the finish line in Mozambique on 6 July.

Support The Put Foot Foundation by making a secure online donation at shakebakecrew.givengain.org.

For more, visit: <https://www.bizcommunity.com>