



**SING FOR HOPE and MINI USA Partner for #DrivingHope Initiative
During 8th Annual Sing for Hope Pianos (June 4-24)**

50 artist-designed pianos to be placed throughout the five boroughs in high traffic locations

MINI Countryman to be outfitted as 51st piano, a mobile #MINIPiano that will enable music to travel to even more communities

New York, NY – [Sing for Hope](#), the nonprofit arts organization, and [MINI USA](#) today announced #DrivingHope, a partnership motivated by both organizations' passion for bringing creativity to communities. MINI USA will join the country's largest recurring public arts project, the Sing for Hope Pianos, by creating a mobile #MINIPiano inside a [MINI Countryman](#). From June 4-24, the 50 Sing for Hope Pianos will be located throughout the five boroughs and the #MINIPiano will act as a traveling piano, driving music directly to additional underserved communities.

Sing for Hope uplifts individuals and communities by mobilizing artists to bring the power of the arts to those who need it most. Each year, the Sing for Hope Pianos are designed by local artists, celebrities and casts of Broadway shows. The artists of the 2018 Sing for Hope Pianos are already creating at 28 Liberty in the 10,000 square-foot Fosun Sing for Hope Center, which has been generously donated by Fosun since 2016. After the June events, the pianos will be delivered to NYC schools, where in many cases, it will mark the first time a musical instrument is permanently placed in the building.

MINI aims to help bring more of what matters back to the students of NYC by partnering with Sing for Hope and elevating the Sing for Hope Pianos initiative. In addition to the 50 pianos across the five boroughs, the #MINIPiano will act as a roving 51st piano, #DrivingHope to locations throughout the city, by surprising and delighting New Yorkers with even more pop-up performances and musical opportunities. MINI is currently developing the custom modified MINI Countryman to create the #MINIPiano. Further details about the car's design will be released at a later date.

"Sing for Hope and MINI USA both operate with creativity and innovation at their core, so the partnership is a natural fit," said **Camille Zamora and Monica Yunus, Sing for Hope Co-Founders**. "Just as Sing for Hope works each day to bring hope to communities that need it most, MINI invests in organizations that drive our world forward and make it a better place. We are honored to be #DrivingHope together."

"MINI USA is proud to support Sing for Hope and their mission to bring art and music to the streets of New York City through spontaneous musical moments that create a brighter urban life," said **Lee Nadler, Regional Marketing Manager, MINI USA**. "Design and creativity are at the heart of our iconic brand and we look forward to utilizing our #MINIPiano to demonstrate more of what matters to the community here in New York City."

The 2018 Sing for Hope Pianos are made possible by the support of MINI USA, Fosun Group, 28 Liberty, and the Sing for Hope's Founders' Circle, including The Arnhold Foundation in loving memory of Sissy Arnhold, The Thea Petschek Iervolino Foundation, The Anna-Maria & Stephen Kellen Foundation, and Ann Ziff. Learn more at www.singforhope.org.

ABOUT SING FOR HOPE

Sing for Hope's arts outreach programs bring hope and inspiration to under-resourced schools, hospitals, hospices, veterans' centers, refugee sites, transit hubs, and disability networks. Since 2006, Sing for Hope has partnered with over 250 nonprofit organizations, involved over 3,500 artists in creative volunteerism, and placed over 400 artist-created Sing for Hope Pianos in public spaces for everyone to play — a symbol and celebration of art for all.

ABOUT MINI USA

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

ABOUT FOSUN

Fosun International Limited is a family-focused multinational company that has been listed on the main board of the Hong Kong Stock Exchange (00656:HK) since 2007. Founded in 1992, Fosun's total assets exceed RMB500 billion (c.US\$75 billion). With its roots in China, and through technology and innovation, Fosun's mission is to create customer-to-maker (C2M) ecosystems in health, happiness and wealth, providing high-quality products and services for families around the world.

CONTACT:

Sing for Hope/ Rubenstein

Carolyn Nurnberg Spungin, 212-843-9316, cnurnberg@rubenstein.com
Kelsey Stokes, 212-843-9317, kstokes@rubenstein.com

MINI USA / Peppercomm

Andrew Cutler, 201-307-3784, Andrew.Culter@miniusa.com
Rob Duda, 908-347-1243, rduda@peppercomm.com