

Braman MINI Launches New ‘Summer Giveaway’ Contest – Enter to Win And Help Feed The Hungry

Braman MINI and Feeding South Florida continue setting records with the launch of the new ‘Summer Giveaway’ contest. Customers can go in to Braman MINI’s West Palm Beach dealership to enter to win.

West Palm Beach, FL ([PRWEB](#)) May 31, 2016 -- Braman MINI, in partnership with MINI USA and the Feeding South Florida food bank, already provided meals to 22,660 hungry Palm Beach County families with the ‘Test Drive Program’ that ran between April 14 and April 25. Now, with the new MINI Convertible ‘Summer Giveaway Contest,’ this dynamic trio – expanding to a quartet with the participation of WPTV – will continue their good work while giving some lucky entrant the chance to win a one-year lease on an all-new 2016 MINI Convertible.

Customers can sign up for this [New MINI Convertible Giveaway](#) by coming in person into the Braman MINI showroom at 2815 Okeechobee Blvd. in West Palm Beach. For every entry into the contest done through the Braman MINI showroom directly, the Braman MINI team will donate an additional six meals to Feeding South Florida.

Each week, three winners will be drawn and announced on WPTV and each will receive a ticket to the final drawing. At the end of five weeks, all fifteen finalists will come to Braman MINI on June 24th for the grand finale where they will select a box that contains a key – and the one-year lease goes to the holder of the key that starts the car!

“The all-new MINI is the absolutely ideal car to enjoy the South Florida summer sunshine,” says Braman Motorcars General Manager Steve Grossman. “And we’re delighted to be working with Feeding South Florida, MINI USA and WPTV to create this contest that is not only exciting for our customers but will also provide much-needed assistance to hungry families in Palm Beach County!”

Helping lead the program is the Braman Motorcars brand ambassador and reigning Ms. United States, [Celine Pelofi](#). A Florida native, she is also a Registered Dietitian and has been long been actively involved in community service, including Feeding Florida and the Salvation Army’s ‘Weekend Nutrition Program.’

“We already had more than a hundred people come in for the Test Drive Contest and that provided funding for more than 22,660 meals,” says Pelofi. “And I’m so happy that we get to keep things going because this is such a great cause and there are so many people that need help.”

Feeding America is the nation’s leading hunger-relief organization, comprised of 200 food banks throughout the United States and [Feeding South Florida](#) is the sole Feeding America food bank serving Palm Beach. More than 98% of all donations are put back into the community and for every \$1 donated, Feeding South Florida provides 6 meals.

“We are so grateful to Braman MINI, MINI USA and WPTV for getting involved and helping us take care of people and families who don’t know where their next meal is coming from,” said Rochelle Nolan, Director of Development for Feeding South Florida. “One of MINI’s hallmarks is efficiency, and 98.7% of every dollar donated to Feeding South Florida goes directly to feeding people, so this was a perfect match.”

Customers who choose to enter the MINI Summer Giveaway by coming in to the new, state-of-the-art [Braman MINI dealership](#) will be met with a light-filled showroom, spacious offices, complete parts and service operation, a MINI boutique full of accessories and the MINI Café. In addition, the expansive parking lot right next to the new building has room for Braman MINI to display its entire [New & Used MIN inventory](#).

“Everyone at the dealership is excited about being able to continue working with Feeding South Florida, and our customers are excited about the new MINI Convertible, so this contest is a win-win for everyone,” says Braman MINI Sales Manager Ryan Struble.



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