



Local Organization of Mini Cooper Owners unites to raise funds for disabled war veterans

A group of MINI owners paraded in LA on Memorial day as a non political fundraiser and show of support for our troops.

Los Angeles, CA ([PRWEB](#)) June 11, 2004 -- MINI'S ON PARADE

Local organization of Mini Cooper owners unites to raise funds for Disabled War veterans.

A group of MINI owners paraded from downtown to Malibu this past Memorial Day in Southern California, as a non partisan, non-political, peaceful way to show support of our troops, while raising money for disabled veterans of the wars in Afghanistan and Iraq.

The Memorial Day parade started in Downtown Los Angeles, with more than 20 colorfully decorated MINI's lined up bumper to bumper, then proceeded past the Walt Disney Music Hall and down Hollywood Blvd as tourists waved and the MINIs honked. The parade made a stop at Los Angeles National cemetery where 1000s of American flags had been placed in front of each headstone. Visitors to the gravesites were excited to see MINIs showing up to honor those killed in action. Uniformed military personnel were also on hand and gave a "thumbs up" to the event.

MINI's on Parade (MOP) is the brainchild of Jeff de la Rosa. After many years in the movie industry, Jeff decided to follow his passion for fashion and the MINI Cooper. His initial venture was Motor Swag; a unique clothing and accessory web store dedicated to all things MINI. Since 2002, Motor Swag has sold merchandise to MINI enthusiasts all over the world via their website; www.motorswag.com. The most recent addition to the Motor Swag garage is the Mini Pajamas, debuting this July. "I loved the Sushi Pajamas from the Cat's PJ's so I thought that pajamas featuring MINIs was a natural."

Motor Swag would become the catalyst for MOP. "In 2002 while waiting for my MINI to be produced, I joined NAM (North American Motoring - an online community dedicated to the new MINI Cooper) to trade info and talk shop about the MINI. "I was immediately impressed with the community there" it was that impression and his success with Motor Swag that brought Jeff to this recent quest -- MOP. The MOP motto is "Let's make a difference" borrowing from the MINI ad campaign of "Let's motor", "Let's rallye", etc)

This innovative groups' number one aim is to raise money and awareness for charitable causes while having a blast with their MINI Coopers; in essence, putting their cars to work for charity. MINI owners get together a lot for fun runs, track days, etc. "It seemed like a natural progression to tap into this already engaged MINI community and activate them for great causes" says Jeff.

With the help of C3 (Coopers for Charitable Causes) founder Richard Lin, the Inaugural Memorial Day MINI Parade was put together in only 6 days. C3's National Motoring Database helped. The response was tremendous, and many who were unable to join in the parade, purchased shirts Jeff designed commemorating the event.

"We are now looking to replicate the success of this event on the 4th of July with simultaneous MINI



Parades in at least 3 cities-so far Hawaii is on board and we're close to getting Cleveland, my home town states Jeff

As for choosing disabled American Veterans as the charity to receive the profits from the event; Jeff says:
The need for aid to this group of newly disabled is underreported by the media and larger than we think, I fear. Regardless of how you feel about the war or this President, thousands are coming home from Iraq and Afghanistan with less than they left with a lot less. Many men and women are going to need artificial limbs, wheelchairs, modifications to their homes and vehicles, counseling and job placement, at the very least. Disabled Veterans service organizations work hard to meet these needs on a direct to the individual basis. I'm happy to donate my time and resources to raise money for them

For more information on Minis on Parade, Jeff de la Rosa or Motor Swag visit;

<http://www.miniparade.org>

<http://www.motorswag.com>

[http:// www.c3club.org](http://www.c3club.org)

for an interview or photos please contact Janell Barrett / Harlot Unlimited 310.859.8870

janell@harlotunlimited.com

###

**Contact Information****Janell Barrett**

HARLOT UNLIMITED

<http://www.miniparade.org>

310.859.8870

Online Web 2.0 VersionYou can read the online version of this press release [here](#).