



Morris Minor Owners Club

For Morris Minors manufactured between 1948 and 1971
www.mmoc.org.uk

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July 21st 2016

For immediate release

FOOTMAN JAMES HAVE MMOC 40th ANNIVERSARY CHARITY MARATHON COVERED

Morris Minor Owners Club (MMOC) insurance partners, [Footman James](#), specialists in classic car insurance, have weighed in to offer their support to the **40th Anniversary Charity Marathon from John O'Groats to Land's End** by offering fully comprehensive driver cover for any MMOC member who is asked to drive the car during the month long trip around the UK.

In September 2016, the club is celebrating its ruby anniversary by taking a standard specification **1963 Morris Minor 4 door saloon** on a celebration trip throughout the UK. The aim is to travel from John O'Groats to Land's End but, instead of going directly, the car will, over a period of 4 weeks, visit every MMOC branch in the UK as well as a number of additional locations that are significant to the history of the car and the development of the club since 1976. Amongst these will be the site of the former Morris works at Cowley, where the car was built, the British Motor Museum at Gaydon, the National Motor Museum at Beaulieu and the home of the founder of Morris Motors, Nuffield Place.

Whilst the car is on its marathon journey around the UK, the club has chosen to link with Marie Curie to use the trip, and many of the national and local activities planned throughout 2016, to raise much needed funds to support the work of the charity. With this in mind, the car will also visit all nine Marie Curie residential hospices on its expected 3,500 mile journey.

Speaking for the MMOC, **Club Secretary** and renowned Morris Minor historian **Ray Newell**

"The MMOC has had successful relationship with Footman James for many years now and we are thrilled by their generous offer of support for our charity marathon run. Making sure that the car is properly insured throughout the marathon is very important to us but this was quite a complicated challenge given the number of drivers we will need to ensure a successful event. Thankfully, the support of Footman James has made this challenge much simpler and we are very grateful to have their support"

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MMOC Charity Marathon organiser, Bruce Kelsey explained how the agreement will work:

"Footman James have agreed to extend the existing fully comprehensive policy on our charity car to cover all members of the MMOC aged 17 and over who are fully paid up members of the club and who have a clean driving licence."

Speaking for Footman James, Managing Director, David Bond said

"We are incredibly proud of our relationship with the Morris Minor Owners Club and are only too happy to support the 40th anniversary charity marathon in any way we can. We recognise the importance of the run to both the club and to Marie Curie and we are pleased to be associated with it and to play a part in its success. Our staff are actively engaged in our own John O'Groats to Land's End Challenge which is also raising money for Marie Curie and we are looking forward to welcoming the car to our Dudley offices on September 14th"

To ensure the run generates as much sponsorship as possible for Marie Curie, the club has set up a just giving page at www.justgiving.com/fundraising/MMOC-Charity-Marathon-2016. It is also possible to donate by text. Those who wish to do so can **text MMHA63** and the **amount** they want to donate to **70070**. E.g. MMHA63 £10 then enter 70070 on the phone number box of their message. Those donating by text will be offered an option to gift aid the donation if they wish.

For those on social media, you can follow the build-up and progress of the run at www.facebook.com/MMOC.Charity.Marathon.2016 or by visiting the MMOC website at <http://www.charity-marathon.mmoc.org.uk/>

The Key Dates

The Charity Marathon will **start at John O'Groats at 11.00am on Friday September 2nd 2016**. Press/Media are welcome to join us at the start from 9.30am. The marathon will **conclude at approx. 3.00pm at Land's End on Saturday 1st October 2016**. Press/Media are welcome to join us from 2.00pm onwards.

Ends

Note to Editors:

- The MMOC Charity Marathon will involve the car driving from point to point on a pre-arranged schedule. This schedule is included in this pack.
- At all times, the car will have a driver and co-driver. The route taken by the car between each stop will be determined by the driver on the day and will take into account road closures and traffic conditions at the time.
- MMOC branches have organised events locally at which the car will appear as it makes its way to Land's End. In some areas, the event is a fundraising stop – perhaps at a local supermarket where events are planned and where MMOC and Marie Curie volunteers will be actively raising funds for the charity. These events are likely to continue for the whole day. In others areas, the local event will be a lower key photo opportunity where funds raised by the branch during previous events will be recognised, presented and logged.
- The car will stop at such locations for no more than 2 hours before continuing on its way. At designated press/publicity stops, the car will arrive and will be situated so that photos may be taken. Fund raising MAY occur at such venues subject to permission being granted by the site owners.
- Press/media are welcome to attend any of the stops during the run should they so wish. It would be helpful for us if you could contact us as soon as possible to let us know you are coming. We accept that the news cycle on the day may prevent you from attending. If this is so we hope you will find other ways to highlight what we are doing.
- We welcome the opportunity to give live or pre-recorded interviews, contribute to articles and participate in any TV or radio programmes that will help us raise the profile of the MMOC, enhance the ongoing appeal of the Morris Minor or highlight the valuable and essential work of Marie Curie.
- The car is pictured with representatives of the Morris Minor Owners Club and Birmingham Morris Minor Centre at the recent MMOC National Rally at Catton Hall, Derbyshire
- Lead contacts from the MMOC and Marie Curie are available prior to and during the marathon event. Contact information is listed below.

PRESS/MEDIA BACKGROUND INFORMATION

THE MORRIS MINOR OWNERS CLUB (MMOC)

Our aims are simply to promote the preservation and use of the post-war Morris Minor, 1.6 million of which were built between 1948 and 1971.

The Morris Minor was designed by Sir Alec Issigonis (also the creator of the Mini) and built by William Morris (Lord Nuffield) and later by the British Motor Corporation and then British Leyland. Its innovative design, simplicity, durability and style have created fame and familiarity known the world over.

The MMOC exists to unite these people who have a fondness of these loveable 'jellymoulds', and those people who still use them as everyday transport.

Objectives of the Club include:

- Providing technical support and help with the location of spare parts
- Organising more than fifty events on the annual calendar, with concours competition to the highest standards; large auto-jumbles; trade stands; displays and competitions; social meetings and parties
- Encourage our extensive network of over sixty local branches who are the lifeblood of the Club. At their monthly meetings you can meet other like-minded enthusiasts, have a beer, swap stories and find out exactly what the correct setting for that thrust-washer really is!
- Maintain our large range of member services which include discounted RAC membership, Club insurance scheme, range of Club regalia and the Official Magazine of the Morris Minor Owners Club, Minor Matters!

All of these things have been brought about because the people of the MMOC care about the Club, its principles and the people in it.

THE CHARITY CAR

7143 HA is a **1963 Morris Minor 4 door saloon**. It is essentially a standard 1098cc saloon but has been fitted with uprated electronic ignition. Other than that it is a standard, as-it-left-the-factory car.

The car was donated into the care of MMOC by Mr & Mrs Anthony Dew, of London, with the caveat that it be used to raise money for charity purposes. A stock of press photos of the car is available on request. Examples of these are included in this pack.

MARIE CURIE

Marie Curie is the UK's leading charity for people with any terminal illness. The charity helps people living with a terminal illness and their families make the most of the time they have together by delivering expert hands-on care, emotional support, research and guidance.

Marie Curie employs more than 2,700 nurses, doctors and other healthcare professionals, and with its nine hospices around the UK, is the largest provider of hospice beds outside the NHS.

For more information visit <http://www.mariecurie.org.uk>

THE CHARITY MARATHON DRIVE - HEADLINES

- Starts at 11.00am on Friday 2nd September 2016 at John O’Groats
- Scheduled to end at 3.00pm on Saturday October 1st 2016 at Land’s End
- Car will drive every day around the country to locations where there is an MMOC branch
- There are 135 individual stages to the drive
- There are over 75 stops being made
- Each stop will involve either participating in/supporting a fun event organised by each branch in conjunction with local Marie Curie volunteers or photo media opportunity and collection of presentation cheque for the charity fund.
- Car will visit all nine Marie Curie Hospices
- Estimated mileage of over 3,500miles
- Footman James have provided insurance cover for all drivers involved in the Charity Marathon event
- Morris Minor Centre Birmingham have sponsored the costs of all fuel used during the marathon

Car will also visit the following locations:

Date	Company/Partner	Details	Location
12 th Sept	MMOC	Club main office and Headquarters	18 Shaftesbury Street South, Derby, DE23 8NL
14 th Sept	Footman James	Club Insurance partner and provider of insurance for the event	Dudley, DY1 4TA
14 th Sept	Morris Minor Centre Birmingham	Sponsors of the fuel used during the marathon and long standing supporters of the club and marque	Birmingham, B69 4RJ
15 th Sept	British Motor Museum	Leading museum catering specifically for historic British motor vehicles	Gaydon CV35 0BJ
15 th Sept	Cowley	Site of the former Morris works where Morris Minors, and 7143 HA were built.	Oxford OX4 6NL
16 th Sept	Practical Classics Workshops (Service Visit)	Practical Classics, started in 1980, is a British magazine about classic cars. It focuses on affordable classic cars for the man in the street, as well as more expensive and exotic cars that have now become affordable. It has always had a strong emphasis on DIY and showing the skills and tools needed for restoration, maintenance and repairs.	Barnack PE9 3DW
19 th Sept	Lavenham Press	Printers and Publishers of the official MMOC magazine – ‘Minor Matters’	Lavenham CO10 9RN
22 nd Sept	Woodies	Prominent supporter of the club and leading supplier of timber frames unique to the Morris Minor Traveller variant	Chichester PO18 0DB
23 rd Sept	National Motor Museum	Leading museum specialising in the development of British motoring and British motorsport	Beaulieu SO42 7ZN
25 th Sept	Nuffield Place	Home of William Morris, founder of Morris Motors	Henley-on-Thames RG9 5RY
29 th Sept	Charles Ware’s Morris Minor Centre	Prominent supporter of the club and marque from the early 1980’s to date	Brislington, Bristol, BS4 5PS

ATTRIBUTABLE QUOTES, COMMENTS AND FURTHER INFORMATION AVAILABLE FROM

MMOC	Rosie Hamilton		rosie.hamilton@mmoc.org.uk
	Bruce Kelsey		bruce.kelsey@mmoc.org.uk
Marie Curie	Simon Perry	020 7599 7713	Simon.Perry@mariecurie.org.uk
Footman James	Charlotte Moseley	01384 218061	charlotte.moseley@footmanjames.co.uk
MMC Birmingham	Vikki Jell	0121 543 1628	vikki.jell@davidmanners.co.uk

PHOTOGRAPHS

High resolution copies of the photographs below can be supplied upon request.



Bruce Kelsey – MMOC 40th anniversary charity marathon organiser presenting the car and explaining the challenge at the MMOC National Rally at Catton Hall, Derbyshire on July 2nd 2016. Bruce is being interviewed by Simon Mitchell (in hi viz).

**PROUD TO INSURE
THE
40TH
ANNIVERSARY
MARATHON CAR**

Footman
James

Part of the Towergate Group