

MINI + BBC ICECREAM HELP SAVE POLAR BEARS



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MINI USA TEAMS UP WITH PHARRELL WILLIAMS & BBC ICECREAM TO HELP SAVE POLAR BEARS WITH EXCLUSIVE MERCHANDISE ON NTWRK.

- *100% of Proceeds Donated To Polar Bears International*
- *Partnership Highlights New MINI Electric in Nanqu White*

December 8, 2022, Woodcliff Lake, NJ... MINI USA and ICECREAM, a sub-label of [Pharrell Williams](#) and Nigo's streetwear brand [Billionaire Boys Club](#) have teamed up to celebrate the new MINI Electric in Nanqu White with an exclusive earth-conscious capsule collection via leading livestream shopping platform [NTWRK](#) on **December 15 @ 4PM ET / 1PM PT.**

At the heart of the partnership, one hundred percent of the proceeds at checkout will be donated to [Polar Bears International](#) and their education and outreach efforts dedicated to informing, inspiring, and providing a powerful platform for saving the polar bears and the arctic region. Through science, media and advocacy, Polar Bears International works to inspire people to care about the Arctic, the urgent threats to its future, and the connection between this remote region and our global climate.

Globally recognized brand ICECREAM is dedicated to giving back to the community and aligning with important causes that make a difference. The influential lifestyle brand is also loving fans of the polar bears, which is evident through their thoughtfully designed collection created to provoke thought and support the arctic inhabitants.

As part of its shared advocacy for the polar bear, MINI USA collaborated with Polar Bears International earlier this year for [Arctic Sea Ice Day](#) (watch [this adorable ad](#) of a polar bear taking a sweet ride in a MINI Electric) where they encouraged American audiences to make donations to and consider eco-adopting a polar bear via Polar Bears International.

The MINI Electric now features a new special color, Nanuq White. The color was inspired and chosen with feedback from customers following MINI USA's ongoing campaign to support Polar Bears International, featuring the MINI brand's special polar bear mascot, Nanuq.

Each MINI x ICECREAM Save the Polar Bears Collection includes a tee, a hoodie, and a keychain, all which nod to the polar bears and will retail for \$150. The price point honors the bears, as well, since Antarctica is losing 150 billion tons of ice per year, a critical habitat for the polar bear.

- **The Keychain** features a polar bear attempting to lick his head, which is topped with whipped cream and red cherry
- **The Hoodie** pays homage to the Arctic Sea Ice Day ad, and the bear is seen hanging outside of the MINI Electric
- **The Tee** features a running polar bear honoring the Running Dog graphic which ICECREAM has become known for. On the back, the tee sports a paw print, representing the positive steps being taken towards saving polar bear's melting habitats.

"MINI is always looking to find impactful and unconventional ways to affect positive change in the world, especially when it comes to sustainability." said [Rah Mahtani](#), head of brand communications at MINI USA. It is why we are pleased to partner with ICECREAM and NTWRK to amplify the environmental advocacy of Polar Bears International in a fun and exclusive way."

"Our team is honored to spearhead this partnership with MINI USA and ICECREAM. We are driven by bringing brands together, but we're also driven by brands charting ways they can give to charitable initiatives. In this case, it's ensuring a future for polar bears with the help of Polar Bears International, who's doing just that," NTWRK CEO [Aaron Levant](#) says.

"From day one, BBC ICECREAM has been focused on inspiring others in positive ways." Said [Joseph Au](#), Creative Director for BBC ICECREAM. "This partnership is no different, we are very excited to be able to share this vision of a sustainable future and use our collective platform to further drive this message, together with MINI USA & NTWRK"

The MINI x ICECREAM Capsule Collection will be available for purchase during a NTWRK live episode – which will feature exclusive footage of the Creative Director of BBC ICECREAM and the new MINI Electric filmed in the Santa Monica Mountains, CA.

About MINI in the US

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 authorized MINI USA dealer organization is represented by a network of 104 locations located throughout the US. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S

Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a model range of five unique vehicles.

About NTWRK

Named one of *Fast Company*'s "Brands That Matter" and "Most Innovative Companies" as well as *Ad Age*'s "Hottest Brands," NTWRK is the premier North American livestream shopping platform where "entertainment meets e-commerce" (*Forbes*). Built on a digitally-innovative model of daily product drops, livestream shopping festivals, and exclusive partnerships with world-renowned brands and creators, NTWRK has fostered an organic global community of artists and fans since its launch in 2018. Under the motto "Shop, Watch, Connect" NTWRK provides a curated digital shopping experience that resonates with Gen-Z and millennial consumers.

About ICECREAM

ICECREAM, founded by Pharrell Williams, is a globally recognized clothing and accessories brand inspired by skateboard culture, with a blend of streetwear and luxury that has influenced countless pockets of fashion, music design, and culture.

About Polar Bears International:

Polar Bears International's mission is to conserve polar bears and the sea ice they depend on. Through media, science, and advocacy, we work to inspire people to care about the Arctic, the threats to its future, and the connection between this remote region and our global climate. PBI is the only nonprofit organization dedicated solely to wild polar bears and Arctic sea ice, and our staff includes scientists who study wild polar bears. The organization is a recognized leader in polar bear conservation. For more information, visit www.polarbearsinternational.org.

Journalist notes:

#MINIElectric

#BigLove

MINI Electric: <https://www.miniusa.com/model/electric-hardtop.html>

Polar Bears International x MINI: <https://polarbearsinternational.org/mini/>

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

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