



Kuaishou's Magnetic Engine (磁力引擎) joins hands with Xinhuanet to launch the winter conservation campaign, "Replenishing Ice Cubes for the Arctic Ocean" (我為北極加塊冰)

2022.01.26

Kuaishou Daily

In order to call on users and brand partners to pay attention to the increasingly severe climate challenges, Magnetic Engine (快手磁力引擎) and Kuaishou Charity joined hands with Xinhuanet, All-China Environment Federation, ANTA and other organizations and brands to launch the winter conservation campaign, "Replenishing Ice Cubes for the Arctic Ocean" (我為北極加塊冰). Magnetic Engine (快手磁力引擎) will carry out the charity marketing campaign, "Smallest Ice Arena" (最小冰雪賽場), at 798 Art Center in Beijing to launch 24-hour live streaming of ice floe melting at 10 a.m. on January 28. In addition, it initiated the #Replenishing Ice Cubes for the Arctic Ocean# challenge on Kuaishou. From January 26 to February 20, companies can also participate in the conservation campaign upon registration and verification.