

THE ICE BEAR PROJECT



MEDIA RELEASE

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THE ICE BEAR COMETH...TO SYDNEY IN JUNE FOR WORLD ENVIRONMENT DAY **Sydney Ice Bear Raises Awareness of Climate Change Through Connection with Art**

Sydney, 7 April 2011: It has been to Copenhagen, London's Trafalgar Square and Toronto, and now it is Sydney's turn to host Ice Bear. Renowned British sculptor Mark Coreth's bronze and ice sculpture of a life-sized polar bear will make its debut in Sydney in early June as part of the city's World Environment Day festivities on 5 June.

The Ice Bear Project raises awareness of the need for action on climate change and the plight of the polar bear – the species is severely endangered as its habitat diminishes due to ice melt in the Arctic Circle. www.icebearproject.org

Sydney Ice Bear will be unveiled in the forecourt at Customs House, Circular Quay on Thursday 2 June, 2011. Over several days the ice sculpture will melt to reveal the bronze polar bear skeleton – representing all that might be left of the species. The public will be invited to touch the ice sculpture, becoming part of the sculpting process and bringing attention to the impact of humans on climate change.

The project will culminate with a public event in the forecourt of Customs House on World Environment Day, Sunday 5 June, when the ever-changing sculpture is almost fully melted.

The Sydney Ice Bear is supported with funds provided by the Purves Environment Fund and a grant from City of Sydney. The project has partnered with WWF Australia, 1millionwomen and Australian Youth Climate Coalition (AYCC) which together have over 150,000 members. The environmental organisations will use Sydney Ice Bear as an opportunity to increase awareness about the need for immediate climate action and they will encourage their supporters to visit the sculpture.

Sculptor Mark Coreth said that coming to Sydney for World Environment Day assists in raising awareness of the importance of climate change action: "I've been a long time believer that art can influence social issues and there is no more pressing issue than climate change."

"I've travelled to the Arctic and witnessed the effects of climate change firsthand. The Ice Bear sculpture brings awareness of those problems back to the rest of the world," he said.

A non-political project, Ice Bear made its world debut at the Copenhagen Climate Summit in December 2009, attracting global attention. Sydney Ice Bear will encourage the public to visit and touch the sculpture and learn more about the impacts of climate change. It will be on display from Thursday 2 June to Friday 10 June.

Sydney Ice Bear has been made possible with the support of the Purves Environmental Fund. Additional support has been provided by the City of Sydney, public and fine art conservators International Conservation Services and social marketing and communications agency Momentum2. WWF Australia (www.wwf.org.au), 1millionwomen (www.1millionwomen.com.au) and AYCC (www.aycc.org.au) are partners in the project and all funds raised locally will go to support the partner organisations.

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