

Woolies/Pharrell Williams partnership - Who's with us?

In a first-of-its-kind partnership for the South African retailer, Woolworths has announced a strategic collaboration with Grammy Award-winning musician, record producer and philanthropist, Pharrell Williams. It will see the global superstar and the business align their values and actions to make a difference in the lives of people and the planet with the call-to-action "Are you with us?".



Williams takes on the role of Style Director across a series of sustainability-focused projects, grounded in a strong set of shared values.

"Pharrell is a global icon for social cohesion, advancement through education and environmental awareness - these same values lie at the heart of our business and form the foundation on which this partnership is built. We hope Pharrell will help us make sustainability cool for the next generation of South Africans and help us create a better future for our children, our country and our planet," says CEO for Woolworths Holding Limited, Ian Moir.

Said Williams, "We're on a mission to change the world... To call together everyone around the world who believes that a better tomorrow is possible when we all do our part... To work together to uplift education in South Africa. For food farming that goes easy on the planet. And to create fashion that is not just cool, but also sustainable. So, join me and Woolworths on this journey to make a difference. South Africa, are you with us?"

The call-to-action is aimed at getting consumers to pledge their allegiance and support for the Woolworths Good Business Journey (GBJ), which is the driving force behind the partnership between Williams and Woolies. Launched in 2007, Woolies' GBJ is a commitment to ethical trade, sustainable farming and production methods, and social responsibility.

There are four ways for customers to get involved and to show their support:

- **Create With Us: Sustainable T-shirt Design Competition**

Woolies has collaborated with Bionic Yarn®, a company that creates fabric out of recycled plastic waste, to create a range of limited edition, sustainable t-shirts. Design students are invited to create and submit designs for these t-shirts that celebrate sustainability. Williams will select his favourite designs and these will be produced and sold in Woolies stores across the country. Winners will each receive R25,000 in prize money.

- **Give With Us: Raising over R100 million for education**

Williams and MySchool will be calling on customers to help us raise R100 million for schools in need across South Africa through swiping their MySchool MyVillage MyPlanet cards. The more you swipe, the more you donate - the more you make a difference to schools around the country. Signing up for a card is easy and free - and you get to choose which schools benefit.

- **Sing With Us: Share the stage with Pharrell**

School singing groups are invited to practice their songs and get ready to compete to win the once-in-a-lifetime opportunity to perform live alongside Pharrell Williams in front of the whole country during his MySchool concert tour South Africa. Entrants will be shortlisted and chosen personally by Williams to appear alongside him on stage in September as part of an exclusive concert for WRewards Members only.

- **Win With Us: See Pharrell live at a private concert**

If you're not a Woolies' WRewards or MySchool cardholder, now is the time to sign up. Members stand the chance to win a ticket to an exclusive, one-night-only private Pharrell Williams concert, exclusively for members. The only way to get a ticket to this one-night-only event is to be a Woolies WRewards / MySchool / Credit cardholder.

Follow the initiative on Twitter via #PHARRELLWITHWOOLIES

For more information, visit: www.woolworths.co.za/areyouwithus

For more, visit: <https://www.bizcommunity.com>