



Media Release

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Power Down Campbell River 30-day home energy video challenge looking for participants

Do you have energy-consuming culprits in your family? Do you want to lower your monthly energy bill? The City of Campbell River and BC Hydro's *Power Down* challenge, may be just what your family needs to save energy.

Running from Apr. 1 to 30, the *Power Down* challenge is an opportunity to save energy and star in a film that will share your energy conservation journey with the community. At the end of the challenge, the winning family will receive \$1,500 toward home energy-conservation retrofits of their choice.

Five Campbell River families will be selected to compete in a video project that will take place over 30 days. Each family will film their attempts to conserve energy in their homes and all the fun, creative, and crazy moments that go along with their experience.

Participating families will receive an iPad to keep, professional videographer training, and a free home energy audit.

The clips that each family captures through the challenge will be made into a professionally-produced film. The final film will be featured on Shaw TV, Youtube, in Campbell River schools and at 2013 film festivals.

Families and households of all ages, sizes and backgrounds are invited to participate.

"The Energy Challenge is a great opportunity for families who have struggled with conserving energy in their homes and are eager to make changes," says Amy van den Hooven, project coordinator.

To enter the contest, each family will have one minute to "pitch" their story in a video interview. The videos will be shown to a panel of judges from local media and BC Hydro, who will select the top five. Judges will be looking for humour and creativity to understand each family's energy conservation fears and mishaps.

Buildings emit 23 per cent of greenhouse gases produced in Campbell River, and one of the key targets outlined in Campbell River's *Community Energy and Emissions Plan* is to have two per cent of existing buildings retrofitted annually to improve energy efficiency.

"The Power Down home energy challenge offers a great opportunity for Campbell River residents to learn more about home energy conservation and reduce our energy consumption," says Councillor Larry Samson.

Sign up to participate by March 10 by contacting amy.vandenhooven@campbellriver.ca or [250-286-5721](tel:250-286-5721).

For more information visit: www.campbellriver.ca/residents/greencity.

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