

npower Backs Wear Your Shirt To Work Day



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npower in Worcester is taking part in a nationwide 'Wear Your Shirt to Work' day to mark 100 days to go until the official decision by FIFA of who will host the World Cup in 2018.

npower is an official supporter of the England 2018 FIFA World Cup Bid, and will be urging all of its 12,000 staff to get behind the campaign. Wear Your Shirt to Work day also coincides with a tour of some of the potential host cities by a delegation from football governing body, FIFA.

Wear Your Shirt to Work day is an initiative driven by the England 2018 Bid team and involves employees doing just as it suggests; wearing the shirt of their chosen football team to work. As well as encouraging England football fans to [back the bid](#) and raising awareness of the bid to host the 2018 FIFA World Cup, the initiative is also designed to show the passion many in England have for football during the crucial FIFA visit.

Emma Collins, sponsorship manager at npower, commented: "As official supporters of the Bid, we are more than happy to support this campaign by the England 2018 Bid team. Wear Your Shirt to Work day is a great way to engage our entire workforce in supporting the Bid and to raise awareness of npower's involvement in it.

"We will be encouraging everyone to take part and wear their football shirts with pride to show FIFA that England not only has the facilities to host the World Cup, but the passion too."

England 2018 Chief Executive Andy Anson said: "It's great that npower is joining our [Wear Your Shirt to Work](#) campaign. The purpose of the day is to raise awareness of our Bid, have some fun, and to also mark an important milestone; 100 days until FIFA makes its decision about which country will welcome the World Cup in eight years time."

FA calculations suggest that the prize of a successful Bid could be a massive £3.2 billion boost to the economy. npower's own research shows that more than 82% of bosses believe a World Cup in England would be great for business, 55% say it will deliver major financial benefit, and 63% say it would boost morale.

About [npower](#):

npower is one of the top energy suppliers to the UK business market, serving over

238,000 small to medium sized enterprise sites and around 17,000 industrial and commercial customers, with over 100,000 sites

npower is dedicated to helping UK businesses use energy more efficiently and therefore spend less money on their bills. We aim to have a positive impact on the communities we serve and reduce our customers' carbon footprint whilst always improving our service to our customers.

npower supplies green energy to Wembley Stadium and the Liberty Stadium in Swansea.

npower specialises in risk management solutions, including market-leading flexible energy purchasing, energy efficiency, and broader energy management functions, tailored to every size of business.

npower is committed to helping its small business customers to improve their energy efficiency. Since 2006 the 'e3' campaign (standing for energy, efficiency, environment) has offered business customers advice and guidance on reducing energy consumption. New business customers receive an energy monitor designed to improve their consumption awareness as well as access to a dedicated energy efficiency telephone helpline and website.

For major energy users, npower offers multi-utility management consultancy to enable organisations to improve efficiencies right across the procurement/consumption chain.

npower customers include BT, Wembley Stadium plc, AstraZeneca and Sainsbury's.

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