

npower Get Kids To Switch Off And Go Green This Half-Term



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Author: [npower](#)

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In research published by npower Climate Cops parents reported that their children will spend an additional four hours watching TV, the same time again playing games consoles, and a staggering 2.5 hours blow drying and straightening their hair, during the forthcoming half-term.



In an effort to help kids put down the controller, [Climate Cops](#) 'No Power Hour' is on a mission to keep kids entertained and think green over half-term, by encouraging children to switch off, get out there and try something new and spend an hour each day using no electricity.

Kids are being encouraged to unplug the computer games, put down the TV remote and turn off the iPod speakers and take part in No Power Hour by discovering fun things to do using nothing but their own energy and imagination.

Kids and families can get green ideas by clicking onto npower's website where they will find interactive games to teach them to [save energy](#), along with wall charts and stickers to keep track of progress made throughout the Climate Cops. No Power Hour mission.

Clare McDougall, head of community and education at npower said, "Climate Cops No Power Hour is a fantastic way to entertain kids this half term. Parents can relax knowing that for at least an hour every day the kids are active and amused. The Climate Cops programme has been a real success in

schools since 2008, so we wanted to continue reaching kids in the holidays too with a fun, yet educational mission. Hopefully the project will help kids and parents to get green this year".

Children interested in getting involved in Climate Cops No Power Hour can visit the [npower green energy website](#).

Notes to Editors:

About the npower Climate Cops programme

In its fourth year, npower's Climate Cops programme inspires children aged 4-14 to make positive differences to the environment – showing them how to take action (both at home and school) to use energy more efficiently. npower provides a combination of 'green makeovers' for schools including free energy audits, helping to implement tailor made energy efficiency measures to reduce their carbon footprint and helping children learn how to be greener.

npower's Climate Cops programme has won an array of prestigious awards including; The IVCA Clarion – Climate Change Communication Award, a 'Gold' Green Apple Award from the Green Organisation and the Environment Utility Industry Achievement Award. This year Climate Cops has been awarded a Marketing Week Award and a Big Tick from Business in the Community.

About npower

npower is one of the UK's largest [electricity suppliers](#) and has 6.6 million customer accounts across the UK.

npower has been awarded platinum status in Business in the Community's CR Index and is one of twenty-nine companies to have achieved the CommunityMark since its launch. All CommunityMark achievers have been recognised for demonstrating excellence in their holistic and strategic approach to community investment.

PR Contact:

Sunita Patel
npower
Oak House
1 Bridgewater Road
Worcester
WR4 9FP
01905 340 741
www.npower.com

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