

CHATHAM-KENT HYDRO'S 3 T'S OF CONSERVATION: **Turn it Off Turn it Down Trade it In**

Chatham-Kent Hydro has been taking proactive steps to educate school-age children about the importance of energy conservation. This spring the distributor worked with local schools to introduce a Grade 5 education program on conservation.

As part of the campaign program, an educational booklet was distributed to school children which contained energy saving tips, games and activities. In addition, 'The Power SAVER Team' website was launched and a story writing contest took place.

The booklet and website feature a number of cartoon personalities, known collectively as the Power SAVER Team - Sami Spike, Adam Atoms, Vin Volt, Elle Electron and their faithful pet dog, Recharger. The Team promotes Chatham-Kent Hydro's 3 T's of Conservation - Turn it Off, Turn it Down, Trade it In - in a series of games and activities developed to appeal to kids.

Chatham-Kent Hydro provided the program to 27 of the 34 schools in their region, and 3 schools in the Middlesex Power service territory.

A 30-minute presentation was made to participating local schools promoting electricity conservation and the tools that have been developed by Chatham-Kent Hydro to make learning about electricity conservation fun and interactive.

In the story competition, students took elements of what they'd learned from the Power SAVER Team and composed their own storylines on conservation.

In one of the winning stories, author Tianna Blair, a Grade 5 student at McNaughton Avenue Public School, talks about some of

her wasteful habits and listens to the advice of the Power SAVER Team:

"Yeah, what did I do wrong? I wondered. 'First you left your light on when you got up that was a big problem to begin with' said Sami. 'Next you didn't have to wait until your shower was boiling hot and you took too long in your shower. After that you left the tap on while brushing your teeth,' said Elle. 'When you were in the fridge you left it open and you couldn't decide what to eat so you were letting all the cold air escape,' said Vin."

Six students from Chatham-Kent Hydro's

service area and two students from schools in Middlesex Power's territory were declared winners of the story competition at the end of the school year. All of the budding story-writing winners received an iPod Shuffle from the local distributor.

Chatham-Kent Energy serves a total of 39,000 electricity customers, with 32,000 in Chatham-Kent and 7000 customers in the Township of Strathroy-Caradoc and the Municipality of North Middlesex. Chatham-Kent Energy is wholly owned by the Municipality of Chatham-Kent.



Dave Kenney, President of Chatham-Kent Hydro and Middlesex Power presents students from McNaughton Avenue Public School with iPod Shuffles.

Stacia Pepper, Stephanie Wolfe, and Tianna Blair authored winning stories about energy conservation (Photo courtesy of Chatham-Kent Hydro).