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**Campbell River's Energy Challenge begins!**

Competition is brewing among five Campbell River families vying to reduce their power bill and get a chance to win a \$1,500 home energy retrofit.

The 30-day reality-TV style video contest began Apr. 6 and has families competing to knock back energy consumption in their home, share tips with the community, and keep us all entertained with their video footage.

Contestants in the City of Campbell River and BC Hydro's Power Down home energy challenge include the Bellwood-Behan, Klein, Loeb, Millward, and Seldon families. The families were selected by a panel of judges from BC Hydro and local media including Shaw TV, 97.3 the Eagle, and 99.7 the River.

*"We watched many great interviews with Campbell River families, and it was a tough decision. We've selected five families that are eager to lower their monthly energy bills and inspire others to save energy by sharing their journeys, and will likely keep us entertained along the way,"* says Breana Morgan, one of the Energy Challenge judges. *"I'm really excited to watch the progress of each family over the 30-day period."*

Each family will film their tips, tricks and attempts to conserve energy over a 30-day period ending on May 4. Some participants have tried to save energy before, while for others, learning to turn off lights and turn down the thermostat is a whole new way of life!

*"I think that it is important for my kids to learn about energy conservation at a young age, and this challenge is the perfect opportunity to teach them,"* says Alana Millward, one of the Energy Challenge participants. *"Who knows? Maybe they'll become better at turning the lights off than mom and dad."*

Family contestants will be scored based on creativity, entertainment value, and their energy use over the challenge period. Video footage that each family captures will be used to make a professionally-produced film to be featured on Shaw TV, Youtube, in Campbell River schools, and at 2014 community film festivals, including the Earth Week Film Festival.

*"The goal of the challenge is for people to see that saving energy can be fun, and good for the environment and our wallets,"* says Amy van den Hooven, the City's Energy Challenge Coordinator. *"Approximately 23 per cent of green house gas emissions produced in Campbell River come from buildings. This initiative will help educate people about ways that they can reduce energy consumption in their homes."*

To watch the five families tell Campbell River their energy conservation stories and learn how you can reduce your monthly energy bill by visiting the Sustainable Campbell River Facebook page. People can also monitor the 30-day journey on the City's website ([www.campbellriver.ca](http://www.campbellriver.ca)). Go to City Hall / Departments / Sustainability / Green City

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