

June 4, 2013

And the winner of the 2013 Energy Challenge is...

The red carpet was rolled out and cameras were flashing as the five 2013 Energy Challenge families arrived at City Hall for the May 30 wind-up party – to learn who would take home the grand prize of \$1500 toward a home energy retrofit of their choice.

From April 6 to May 4, the Bellwood-Behan, Klein, Loeb, Millward and Seldon families competed in the City of Campbell River and BC Hydro's first Home Energy Video Challenge. Every family lowered their hydro bill by at least \$100 and went above and beyond what was asked of them, making it a difficult decision for the judges.

The families got creative with a homemade solar oven, a bike blender and a solar shower. Families also involved the community in the Energy Challenge by organizing a community walk and encouraging people to turn off their lights on Earth Day, interviewing Campbell River energy heroes, making a rap video about powering down, and bringing a neighbourhood together to sing about energy conservation.

"Every family did such a great job and brought something unique to the challenge, so we wanted to recognize each family for their achievements at the wind-up party," says Amy van den Hooven, Energy Challenge Coordinator.

The Bellwood-Behans won Best Rap Video, the Kleins won Best Educational Video, the Loeb's won Best Actors and Actresses, the Millwards won Best Creative Director, and the Seldons won Best Original Song.

Judges from local media, BC Hydro, and City Green Solutions reviewed the video footage submitted by each family looking for three main things: the amount of energy reduced, entertainment value of the video footage, and each family's ability to inspire others to conserve energy.

By drastically lowering their energy bill, organizing a community walk and a No Power Hour, that even their Zumba class participated in, and by creating games to teach their two young kids about energy conservation, the Millward family became the grand prize winners of the 2013 Energy Challenge. The family has not yet determined how to spend their \$1,500 prize to further reduce home energy consumption.

"It was so fun to watch all of the video footage," says Breana Morgan, midday host from 97.3 the Eagle and Energy Challenge judge. *"I was most impressed by not only the entertainment value of the Millward family's video footage, but I also loved that they were very up front about the challenges that they were facing with a cold house, sick kids, and washing the dishes during nap time. These are the moments that other people will see and feel like 'Well, they can do it, I can too'."*

To learn more about energy conservation and watch the highlights from the challenge, check out the Sustainable Campbell River Facebook page and the City of Campbell River's Youtube Channel. The final film, which incorporates the families' video footage, will be premiered at the Earth Week Film Festival in 2014.

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