

May 8, 2013

Tough decision ahead for Energy Challenge judges

After 30 days of conserving energy and sharing their journey with the rest of the community, five Campbell River families have finished BC's first home energy video challenge. And now comes the tough part as judges decide which family will win the \$1,500 grand prize for a home energy retrofit.

The Power Down Campbell River home energy video challenge began on April 6 and wrapped up on May 4. The Bellwood-Behan, Klein, Loeb, Millward, and Seldon families fought to lower their energy bills and capture the funniest video footage during their 30-day energy conservation journey.

Over the next three weeks, judges from BC Hydro, Shaw TV, 97.3 the Eagle, 99.7 the River and City Green Solutions will review the video footage. They will judge each family's efforts based on the entertainment value of their video footage and the amount of energy saved. Only one family will win the grand prize of \$1,500 towards a home energy retrofit of their choice.

"It's going to be a very tough decision for the judges to pick one winner," says Amy van den Hooven, the City's Energy Challenge Coordinator. "Every family has gone above and beyond our expectations. They all drastically lowered their energy consumption and captured very entertaining video footage."

Some project highlights that families completed during the challenge included a homemade solar oven, a bike blender and a solar shower. Families also got the community involved in the Energy Challenge by organizing a community walk and encouraging people to turn their lights off on Earth Day, interviewing Campbell River energy heroes and bringing a neighbourhood together to sing about energy conservation.

Each family also lowered their energy consumption by making simple habit changes, like turning lights off, hanging clothes to dry, taking shorter showers and unplugging electric devices not in use. Some participants also completed affordable retrofits to make their homes more energy efficient such as insulating windows and attics and blocking air leaks.

"This challenge showed us that we can live comfortably and still save energy," says Paul Klein, one of the energy challenge participants. "I think that if our family can make changes to save energy, any family can."

"During the 30-day challenge my kids learned so much, and they really took the initiative to help us save energy," said Lorna Seldon, another Energy Challenge participant. "One of the highlights was bringing our friends, family and neighbours together to sing a song we wrote called the Human Energy Race."

"It is initiatives like the Energy Challenge that will lead to positive change in Campbell River because we tell our friends about it and then they tell their friends and soon enough the whole community is making changes to conserve more energy," says Roger Seldon, another Energy Challenge participant.

The footage that each family captured during the energy challenge will be made into a professionally produced film to inspire other people to conserve energy. This film will be shared in local schools, on Shaw TV and Facebook, and premiered at Campbell River's 2014 Earth Week film festival.

To help the judges decide who should win the grand prize, visit the Sustainable Campbell River Facebook page and leave a comment. Learn about the 30-day Energy Challenge and ways you can save energy on the City's Facebook page and website (www.campbellriver.ca). Go to City Hall / Departments / Sustainability / Green City.

XXX

Contact: Amy van den Hooven, City of Campbell River

250-286-5721