

MEDIA RELEASE
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“REDUCE YOUR USE” – GRADE 5 PILOT KICK OFF CULTIVATING “ENERGY CHAMPIONS”

CAMBRIDGE, Ont. - Cambridge and North Dumfries Hydro Inc. are pleased to announce another exciting conservation program. The **“Reduce Your Use”** pilot program has been designed and created to intrigue the minds of Grade 5 students.

John Grotheer, President of CND Hydro said “it can be a real challenge, designing conservation programs that engage and motivate residents of all ages. We are absolutely delighted with this new teaching unit. Thanks to a partnership between Cambridge and North Dumfries Hydro Inc. and the Waterloo Region District School Board, a new Grade 5 conservation program will be piloted in 25 classrooms to over 700 students in March”.

Grotheer, applauded the project and commended the efforts and results of the team from the School Board and Hydro for working diligently over several months on the project, to get it just right!

The series of nine lessons are hands on, interactive; including experiments, games, research and interviews with family and friends. The unit includes a 30 Day Challenge to encourage consistent energy-conscience behavioral changes in student’s routines at school and home. At the conclusion of the unit students will be tasked with creating a Public Service Announcement, in the media of their choice, to promote energy conservation in the community.

To celebrate the success of the newest energy champions, “Switch” a larger than life mascot, will visit each of the classrooms. Switch will thank the students for making a difference and present them with a Certificate acknowledging them as Energy Champions tasked with spreading the word about saving energy.

This project is an exciting opportunity said Grotheer, to connect with an enthusiastic, energetic and eager group of students, “Energy Champions” who play a key role in fostering and building a conservation culture at school, at home and in our communities.

FOR FURTHER INFORMATION CONTACT:
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