

18 May 2017

## CLP Launches Third Power Your Love programme to Help More Households in Need

CLP Power Hong Kong Limited (CLP Power) today launches its **Power Your Love** programme for a third year, with theme “**Save Energy, Save On Bills and Light Up Lives**”. Residential customers can register online and save energy at home this summer. CLP Power will then donate the equivalent amount of electricity they save to offset the electricity costs of around 20,000 households in need.

**Power Your Love** is a unique, world-first initiative that combines energy saving with a mission to help the less fortunate in society. Five **Power Your Love** days (please refer to appendix) have been announced on which registered customers will have the chance to win a variety of prizes including smart home appliances and extra Eco Points from the CLP **Eco Rewards** scheme. To raise public awareness about energy conservation, CLP Power is appealing customers to take actionable energy saving missions around the days of the Chinese Solar Terms including the summer solstice and days of great heat and moderate heat.

To take part, residential customers of CLP Power simply need to register and then save energy between 15 June and 14 August 2017. For every unit of electricity saved compared to the same period last year, CLP Power will donate a unit of electricity to households in need. The campaign is expected to benefit around 20,000 households including single and couple elderly, the disabled, families living in sub-divided flats, and the families of boarders in special schools. Each beneficiary household will receive a special grant of HK\$300 from a HK\$6 million CLP shareholders’ fund to offset against their bills.

“We have been serving Hong Kong for over 115 years and we are committed to promoting energy efficiency and a spirit of caring in the community. The **Power Your Love** programme is a win-win-win strategy because it helps customers save energy, benefits families in need, and combats climate change. We look forward to the support of our customers for this meaningful activity,” CLP Power Managing Director Mr Paul Poon said.

From now until 8 August, customers with an active CLP Power electricity account who enroll in the programme will have the opportunity to win fabulous prizes, including automatic entry to a Grand Lucky Draw with prizes of smart home appliances worth more than HK\$50,000. Customers can enter up to five rounds of

lucky draws with rewards worth a total of more than HK\$110,000<sup>#</sup> (photo 2). To enroll, go to [www.clp.com.hk/PowerYourLove](http://www.clp.com.hk/PowerYourLove).

In another incentive to gain support for the programme, CLP Power has teamed up with Circle K this year to offer packs of sandwiches to registered participants at 300 shops, while stocks last. Registered participants just need to provide an email address during the registration process to receive an e-coupon which can be redeemed for a pack of sandwiches (while stock last). Prizes will also be offered to businesses and organisations to encourage them to get their employees and customers to support the programme.

**Power Your Love** is an accredited event celebrating the 20<sup>th</sup> Anniversary of the establishment of the Hong Kong Special Administrative Region. The programme made its debut in 2015 and in the first two years attracted 200,000 and 300,000 participants respectively and has saved a total of 12.5 million kWh of electricity. Each year, around 20,000 households receive a special grant from the shareholders' fund to reduce their electricity bills.

<sup>#</sup>Trade Promotion Competition Licence No.: 48686-7

#### **About CLP Power Hong Kong Limited**

CLP Power Hong Kong Limited ("CLP Power") is the Hong Kong utility subsidiary wholly owned by CLP Holdings Limited, a company listed on the Hong Kong Stock Exchange and one of the largest investor-owned power businesses in Asia. CLP Power operates a vertically integrated electricity supply business in Hong Kong, and provides a highly reliable supply of electricity and excellent customer services to 6 million people in its supply area.

## Photo Captions:

Photo 1

燃點生活力量 CLP 中電

全城過電 Love Power your Love

慳電·慳錢 仲幫到人

立即登記中電「全城過電」計劃，慳電又幫自己慳錢之餘，中電亦會將大家慳到的電，以脫東的資金捐贈予有需要的人<sup>1</sup>，協助他們減輕電費開支。成功登記此計劃的中電客戶，可獲重禮獎賞<sup>2</sup>。

**即賞**  
ECO Reward 智能獎賞 150元 (7月7日截止)  
超軟三文治刀 超軟三文治刀 (限每日之額，配齊保潔及維修地址)

**雙重抽獎**  
客戶可自動參加雙重大抽獎；另於5個指定「全城過電日」接受勸導任務，再獲高達6次抽獎機會，贏取人氣智能家電禮品，獎品總值超逾港幣1.1萬元。  
(抽獎日期由7月14日至8月2日)

www.clp.com.hk/PowerYourLove 中電客戶服務中心 2678 2626

<sup>1</sup>中電於去年多項捐資800萬元支持環保活動。<sup>2</sup>活動接受有關條款及細則約束，詳情請瀏覽網頁。以上圖片只供參考，實際生活的確會轉瞬即逝。48686-7

CLP Power launches its **Power Your Love** programme for a third year, encouraging its residential customers to save energy at home this summer. CLP Power will then donate the equivalent amount of electricity they save to offset the electricity costs of around 20,000 households in need.

Photo 2



Customers register the Power Your Love programme will have the chance to win smart home appliances and Eco Points through the **Eco Rewards** scheme. They will also enter into a Grand Lucky Draw with prizes of smart home appliances worth more than HK\$50,000. All rewards worth a total of more than HK\$110,000.

- End -

Media Enquiry Hotline: (852) 7472 9248

## **CLP Power Your Love Programme 2017**

### ***Save Energy, Save On Bills and Light Up Lives***

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#### **Introduction**

Launched by CLP Power in 2015, **Power Your Love** programme is the first programme of its kind in the world, combining energy saving with a mission to help the less fortunate in society. It is a territory-wide campaign to encourage customers to transfer units of energy saved to people in need. The programme attracted 200,000 and 300,000 participants in the first two years respectively and has saved a total of 12.5 million kWh of electricity to offset the electricity costs of underprivileged households. Each year, around 20,000 beneficiary households received a special grant from a HK\$6 million CLP shareholders' fund to offset their electricity costs.

Beneficiaries of the programme are nominated by community partners with CLP Power verifying the final list of nominations. The community partners are district councillors from the 14 districts in the CLP supply area, non-governmental organisations (NGOs) and members of CLP's Customer Consultative Group and Local Customer Advisory Committee.

The programme will continue in 2017 with a HK\$6 million shareholders' fund to provide a special grant to 20,000 underprivileged households to offset their electricity costs, including single and couple elderly, the disabled, families living in sub-divided flats and the families of boarders in special schools.

#### Energy Saving Period

15 June to 14 August 2017 (compared to the same period in 2016)

#### Registration Period

18 May to 8 August 2017 (inclusive)

#### Eligibility

Residential customers in the CLP supply area with active electricity accounts and consumption data from 15 June 2016 to 14 August 2017

#### How to Join

- Residential customers with eligible electricity accounts can register online at [www.clp.com.hk/PowerYourLove](http://www.clp.com.hk/PowerYourLove).
- Residential customers take part by conserving energy during the energy saving period. For each unit of electricity saved, CLP Power will donate one kWh of electricity to households in need to reduce their electricity costs.

### Fabulous Prizes

All residential customers registered successfully will have the opportunity to receive fabulous prizes worth a total of more than HK\$110,000<sup>#</sup>.

	<b>Prize</b>	<b>How to Join</b>
Prize 1	<ul style="list-style-type: none"><li>• 150 Eco Points of <b>Eco Rewards</b> scheme</li></ul>	Register successfully by 17 July 2017
Prize 2	<ul style="list-style-type: none"><li>• Automatically enter into a Grand Lucky Draw and have the chance to win a set of smart home appliances worth more than HK\$50,000; and</li><li>• A pack of Circle K Sandwiches (with email provided for receiving e-coupon for redemption) (while stocks last)</li></ul>	Register successfully by 8 August 2017
Prize 3	<ul style="list-style-type: none"><li>• Enter up to five rounds of lucky draws to win smart and fashionable electrical appliances worth more than HK\$60,000</li></ul>	<p>Commit the energy saving mission fortnightly (five rounds in total) during 8 June to 8 August 2017 (both days inclusive) through the hyperlink in CLP Power's email or by logging into the <b>Power Your Love</b> website</p> <p>The first day of the above five rounds will be identified as <b>Power Your Love</b> days, ie 8 June, 22 June, 6 July, 20 July and 3 August</p>

### Results Announcement

Results will be announced in the fourth quarter of 2017. The special grants will be transferred to the households in need to offset their electricity costs before the end of 2017.

### Awards

Prizes will be awarded to businesses and organisations to encourage them to get their employees and customers to support the **Power Your Love** programme.

<sup>#</sup>Trade Promotion Competition Licence No.: 48686-7