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中華電力有限公司
CLP Power Hong Kong Limited

CLP Power Introduces New Energy Saving Cartoon Heroes *POWER FOUR* at Hong Kong Book Fair

CLP Power Hong Kong Limited (CLP Power) will introduce a new team of energy saving cartoon characters called **POWER FOUR** at the company's first appearance at the Hong Kong Book Fair which will be held from 18 to 24 July. The team – appearing in a 3D cartoon **Power Kid Channel** to be screened in the CLP Power booth in the Children's Paradise zone – is made up of **Power Kid**, star of the popular **POWER YOU Kindergarten Education Kit**, and three new friends helping him promote green lifestyles to children and the public.

POWER FOUR, created by artist b.wing, includes brainy **Professor K**, mischievous **Lululu**, and cheeky **yy Boy**. The characters will appear in person at the CLP Power booth where visitors can play games with energy saving messages and watch the premiere of the new 3D cartoon **Power Kid Channel**, which spreads a message about energy saving and the safe use of electricity in a fun and engaging way.

CLP Power Chief Corporate Development Officer Ms Quince Chong said: "We believe combating climate change requires a community-wide effort. CLP Power is therefore committed to promoting low-carbon living through public education to young people of all ages from kindergarten upwards.

"By adding new characters to our **POWER YOU Kindergarten Education Kit**, we hope we can help inspire children to explore the world of electricity, acquire knowledge about environmental protection, and become future guardians of our blue skies."

Ms Quince Chong, accompanied by **POWER FOUR**, will hold a special storytelling session for visitors at 2:30pm on 23 July in the Children's Paradise zone.

CLP Power has also teamed up with People On Board Social Enterprise Ltd. (POB) to update the board game with the new cartoon characters. Visitors can play the game at the CLP Power booth and buy it at POB booth at the book fair. CLP Power is also supporting POB in the training of around ten young people as game tutors, giving them the opportunity to enhance their communication skills and broaden their career horizons.

CLP Power launched the **POWER YOU Kindergarten Education Kit** in 2016. It has been given free to all 1,000 kindergartens in Hong Kong with an aim to spark interest among young children in the world of electricity and energy conservation. The kit comprises a series of story books, finger puppets, a board game, and worksheets. Its





theme song *Please Come and Save the Earth*, composed by Hong Kong Film Awards winning musician Mr Day Tai and performed by singer-song-writer Ms Eman Lam, contains a strong conservation message and is known by heart by kindergarten pupils across Hong Kong.

Under the **POWER YOU Kindergarten Visitation Programme** launched last year, young CLP Power engineers and graduate trainees visit kindergartens and interact with children, telling them about the work of engineers and teaching them about the basic knowledge of electricity, and the importance of electrical safety and energy saving. So far, the programme has reached more than 10,000 children in over 160 kindergartens.

CLP Power’s participation in the 29th HKTDC Hong Kong Book Fair

Date:	18 – 24 July 2018 (Wednesday to Tuesday)
Venue:	Hong Kong Convention and Exhibition Centre
Booth numbers:	CLP booth: 3C-E24, Children’s Paradise zone, Level 3 POB booth: 3C-E18, Children’s Paradise zone, Level 3
Opening Hours:	18-19 July 2018 (Wed-Thu) & 22-23 July 2018 (Sun-Mon) 10am-10pm 20-21 July 2018 (Fri-Sat) Level 3 – 10am-11pm 24 July 2018 (Tue) 9am-5pm

Meet POWER FOUR

 <p>Power Kid</p> <ul style="list-style-type: none"> • Has amazing super powers • Loves the Earth and conserves nature • Promotes EE&C to children 	 <p>Professor K</p> <ul style="list-style-type: none"> • Is brainy and smart • Loves taking photos and sharing his knowledge
 <p>Lululu</p> <ul style="list-style-type: none"> • Is curious and mischievous • Loves to play with remote controls • Has zero knowledge about energy saving • Has hair that changes colour when she is unhappy 	 <p>yy Boy</p> <ul style="list-style-type: none"> • Is cheeky and cunning • Has elastic arms • Hypnotises people to waste energy with a magic eye on his forehead • Collects waste energy using his helmet

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 1



POWER FOUR is made up of popular character Power Kid and his three new friends – brainy **Professor K**, mischievous **Lululu**, and cheeky **yy Boy**.

Photo 2



CLP Power is introducing its new team of energy saving cartoon heroes **POWER FOUR** in the company's first appearance at the Hong Kong Book Fair.

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