

18 July 2023

中華電力有限公司
CLP Power Hong Kong Limited

CLP Upgrades Power Kid Mobile App with Interactive Games to Promote Environmental Protection at the Hong Kong Book Fair

CLP Power Hong Kong Limited (CLP Power) has added new interactive games to its **Power Kid Mobile App** and will make them available for parents and children to play at its booth in the Children's Paradise zone of the Hong Kong Book Fair from 19 to 25 July. Visitors to the booth can learn about carbon reduction and win gifts by completing a variety of challenges. The popular **POWER FOUR** characters will greet visitors and CLP Power engineers will host storytelling sessions for children on 22 and 23 July, as well as playing games with them and sharing knowledge about environmental protection and energy conservation.

The updated **Power Kid Mobile App** with a 3D interface not only offers new games to play but also expanded sections. Children can take the challenge to complete missions in which they learn about environmental protection, receive energy-saving tips, earn medals, design a home for Power Kid, and ultimately become low-carbon heroes.

The app also features audible storybooks and 3D cartoon episodes from the **Power Kid Channel**, including the latest episode titled 'Low-carbon Living' which teaches youngsters how to save energy by changing their living habits.

The **Power Kid Mobile App** is an e-version of CLP Power's **POWER YOU Kindergarten Education Kit** and works on both iOS and Android smart phone operating systems. It takes children on a decarbonisation journey with the **POWER FOUR** characters and shows them how to reduce carbon emissions and live more environmentally friendly lifestyles with their families. Visitors to the CLP Power booth at the book fair will have the chance to win gifts by downloading the app and completing designated tasks. Gifts are limited and will be available while stocks last on a first-come, first-served basis.

The **POWER YOU Kindergarten Education Kit** was launched in 2016 to promote electrical safety and energy conservation to young children. The kit has been expanded and enriched since its launch and was distributed free to all **1,000** kindergartens in Hong Kong in 2019.

In the **POWER YOU Kindergarten Visit Programme**, an extended element of the Education Kit, young CLP Power engineers and graduate trainees visit kindergartens and teach children about the work of engineers, as well as basic knowledge about electricity and the importance of electrical safety and energy saving. The programme has so far reached nearly **50,000** children in over **600** kindergartens.

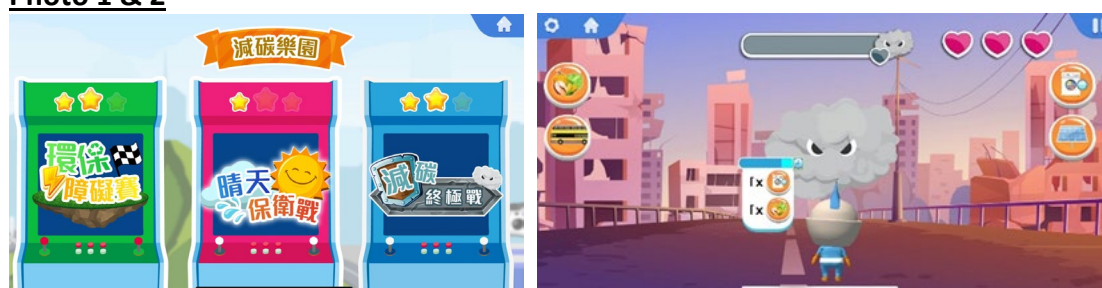
About CLP Power Hong Kong Limited

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 service to more than six million people in its supply area.

Appendix – The CLP Power booth at the 33rd Hong Kong Book Fair and an introduction to the Power Kid Mobile App

Photo Captions:

Photo 1 & 2



CLP Power has a booth in the Children’s Paradise zone (3C – A28) of the Hong Kong Book Fair. Visitors can experience the upgraded **Power Kid Mobile App** and learn about environmental protection, energy conservation, and how to reduce carbon emissions from their daily lives by changing their habits.

Photo 3



The theme of CLP Power booth is adventures for carbon reduction and it teaches parents and children about energy saving through play. Visitors can win **POWER FOUR** gifts by playing interactive games about ways to protect the environment.

Photo 4



CLP Power engineers will host storytelling sessions for children at the CLP Power booth on 22 and 23 July.

- Ends -

Appendix – The CLP Power booth at the 33rd Hong Kong Book Fair and an introduction to the Power Kid Mobile App

Date:	19 – 25 July 2023 (Wednesday to Tuesday)
Venue:	Hong Kong Convention and Exhibition Centre
CLP Power Booth:	3C – A28, Children’s Paradise zone, Level 3
Opening Hours:	<p>19 – 20 July 2023 (Wednesday - Thursday) 23 – 24 July 2023 (Sunday - Monday) 10am - 10pm</p> <p>21 – 22 July 2023 (Friday - Saturday) 10am - 11pm</p> <p>25 July 2023 (Tuesday) 9am - 5pm</p>
Special Programme:	<p>Engineers’ Storytelling Session at CLP Power Booth Guest: CLP Power engineers Date: 22-23 July 2023 (Saturday and Sunday) Time: 1:45pm, 2:45pm, 4:45pm, 5:45pm (3 sessions per day, each session 15 minutes) Venue: CLP Power Booth, 3C-A28, Children’s Paradise zone, Level 3, Hong Kong Convention and Exhibition Centre</p>

An Introduction to the Power Kid Mobile App *(In Chinese version only)*



The popular **POWER FOUR** cartoon characters invite children to join them on a decarbonisation journey, combating climate change by completing a range of tasks and missions to protect the Earth. The app has a 3D global village interface and has different functions on different islands:

Main Island:

- Decarbonisation Games Zone: Complete five environmental missions and save the Earth.
- AR Colouring: Create a unique Power Kid character by playing an AR colouring game.
- Light Up the City: Power up the city skyline by collecting a series of green living tips.
- Library: Read stories or download audible storybooks and play exciting games.
- Animation Zone: Watch 3D cartoons on the **Power Kid Channel**.

Other Islands:

- Achievement: Complete tasks according to the roadmap, earn medals and coins, and design the ideal home for Power Kid.
- Meet **POWER FOUR**: See the iconic cartoon characters in person.
- Education Kit: Discover the POWER YOU Kindergarten Education Kit.
- Latest News: Get the latest updates on the adventures of the **POWER FOUR** characters.

Download the app:

iOS version

Android version

(The device must be compatible with full AR Core function.)

