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中華電力有限公司  
CLP Power Hong Kong Limited

## CLP Power launches *Power Kid Mobile App* and new 3D Cartoon at Hong Kong Book Fair

CLP Power Hong Kong Limited (CLP Power) will launch a **Power Kid Mobile App** at the Hong Kong Book Fair, offering children an engaging, interactive way to learn about environmental protection and energy saving. The new app are available for visitors to try at the CLP Power booth in the Children’s Paradise zone of the fair from 17 July until 23 July to win special **POWER FOUR** souvenirs, where **POWER FOUR** characters will greet them at the booth. CLP Power engineers will also hold storytelling sessions for children at the fair over the weekend.

CLP Power Chief Corporate Development Officer Ms Quince Chong will host a special storytelling session on 17 July in the Children’s Paradise zone, accompanied by the energy-crusading cartoon characters **POWER FOUR**. Ms Chong said, “Combating climate change requires a community-wide effort to reduce carbon emissions. That is why CLP Power is committed to public education and to helping children build awareness about our environment and the importance of low-carbon lifestyles.

“With the launch of the **Power Kid Mobile App**, we are bringing the popular **POWER YOU Kindergarten Education Kit** out of the classroom and into people’s homes, giving parents the opportunity to teach children at any time about electricity, environmental protection, and the need to preserve our blue skies.”

The **Power Kid Mobile App** is an e-version of CLP Power’s **POWER YOU Kindergarten Education Kit** and works on major smart phone operation systems, including iOS and Android. The app gives users access to audible story books and an educational game called “**Light Up the City**”. In the game, children can power up a city skyline by collecting a series of green living tips, together with parents and friends.

The latest episode of its 3D cartoon series **Power Kid Channel** titled “The Importance of Electricity” will also be launched. In the new episode, the **POWER FOUR** team get a taste of life without electricity, showing children the importance of both power and energy saving.

The **POWER YOU Kindergarten Education Kit** was launched in 2016 to generate interest among young children in exploring electricity safety and energy conservation. CLP Power recently enriched the content of the kit and has given it free of charge to all 1,000 kindergartens in Hong Kong.

The kit comprises storybooks, interactive games, **POWER FOUR** finger puppets, a Power Kid hand puppet, a board game, a video of its theme song *Please Come and Save the Earth*, and **Power Kid Channel** 3D cartoon videos. In addition to the new mobile app, elements of the kit can be downloaded from CLP Power website: [www.clp.com.hk/POWERYOU](http://www.clp.com.hk/POWERYOU).

Under the **POWER YOU Kindergarten Visitation Programme** launched in 2017, young CLP Power engineers and graduate trainees visit kindergartens and interact with children, telling them about the work of engineers and teaching them basic knowledge of electricity, as well as facts about the importance of electrical safety and energy saving. So far, the programme has reached more than 32,000 children in over 400 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 services to 6 million people in its supply area.

### **Appendix – The CLP Power booth at the 30<sup>th</sup> Hong Kong Book Fair and an introduction to the Power Kid Mobile App**

#### **Photo Captions**

Photo 1



CLP Power will launch a new **Power Kid Mobile App** and a 3D cartoon **Power Kid Channel** at its booth (3D-D24, Children's Paradise zone) at the Hong Kong Book Fair.

Photo 2



The **POWER FOUR** team (from left) – cheeky **yy Boy**, brainy **Professor K**, earth-loving **Power Kid**, and mischievous **Lululu** – greet visitors to the CLP Power booth.

Photo 3



CLP Power engineers will hold storytelling sessions for children at the CLP Power booth on the weekend of 20 to 21 July.

- Ends -

**Appendix – The CLP Power booth at the 30<sup>th</sup> Hong Kong Book Fair and an introduction to the Power Kid Mobile App**

Date:	17 – 23 July 2019 (Wednesday to Tuesday)
Venue:	Hong Kong Convention and Exhibition Centre
CLP Power Booth:	3D-D24, Children’s Paradise zone, Level 3
Opening Hours:	<p><b>17 – 18 July 2019 (Wed-Thu)</b>  <b>21 – 22 July 2019 (Sun-Mon)</b>  10am-10pm</p> <p><b>19 – 20 July 2019 (Fri-Sat)</b>  10am-11pm</p> <p><b>23 July 2018 (Tue)</b>  9am-5pm</p>
Special Programmes:	<p><b>Celebrity’s Storytelling Session at Children’s Paradise zone</b>  Guest: CLP Power Chief Corporate Development Officer Ms Quince Chong  Date: 17 July 2019 (Wednesday)  Time: 2:30pm – 3:00pm  Venue: The Stage, Children’s Paradise zone, Level 3, Hong Kong Convention and Exhibition Centre</p> <p><b>Engineers’ Storytelling Session at CLP Power Booth</b>  Guest: CLP Power engineers  Date: 20-21 July 2019 (Saturday and Sunday)  Time: 1:45pm, 2:45pm, 4:45pm, 5:45pm  (a total of 4 sessions, each session 15minutes)  Venue: CLP Power Booth, 3D-D24, Children’s Paradise zone, Level 3, Hong Kong Convention and Exhibition Centre</p>

## Introduction to the Power Kid Mobile App



The **POWER FOUR** characters help children explore the world of electricity and learn about electricity safety and energy conservation. The app content is categorised into five zones:

- **POWER FOUR** zone: Meet the cartoon characters and find out about their energy-saving mission
- Storybook zone: Download audible storybooks and exciting games
- Cartoon zone: Watch 3D cartoons on the **Power Kid Channel** and listen to the kit's theme song *Please Come and Save the Earth*
- Game zone: Play a Power Kid 3D colouring game and the online board game "Light Up the City"
- Latest News: Get the very latest updates on the adventures of the **POWER FOUR** characters

Download the app:

iOS version



Android version

