

# People power and the environment

In a bid to help save energy and protect the environment, Talk Radio 702 presenter Jenny Crwys-Williams earlier this week launched a campaign named 'Power to the People'. Businesses and residents are being urged to show their support for this campaign by switching off lights and non-essential equipment for one hour on Thursday, 23 August 2007, at 9pm.



Aimed at businesses in Gauteng, it challenges them to switch off unnecessary lights and other electrical equipment when no-one is occupying the buildings.

“The idea to launch a campaign like this came about when I saw just how much wasted energy is used by unoccupied buildings – it's a travesty for the environment,” says Crwys-Williams.

“By getting as many businesses as possible to join in the switch off, it will show that energy conservation is child's play for everyone. I'm hoping the event will also gain support from Gauteng residents and hope they'll join in.”

## Support

Businesses pledging their support and action include Primedia Broadcasting, Sandton Medi-Clinic, FirstRand, Absa, Cinemark, Growth Point Properties, Investec, *Mail & Guardian*, Rand Merchant Bank, Discovery, Netcare 911, the Johannesburg Stock Exchange, the National Energy Efficiency Agency (NEEA), Eskom, and many others.

Comments Barry Bredenkamp, operations manager for NEEA, which promotes and advises on energy conservation, “Gauteng is Johannesburg's premier business hub and is the largest energy consuming region in the country. If the area's businesses and residents can prove how easy it is to save energy, the rest of the country can and should follow suit.”

Eskom has also voiced its support, as well as 567 CapeTalk in Cape Town, which has called on Capetonians to join in the big switch off.

Jenny Crwys-Williams will be live in studio during Tom London's show (Talk Radio 702 and 567 CapeTalk) on Thursday evening between 9pm and 10pm to discuss this initiative, as well as take calls from listeners and provide energy saving tips.

For more information, go to [www.702.co.za](http://www.702.co.za), and sign up your company today.

- The general rule of thumb is: if you're not using it, switch it off. So whether you're a big corporation or you own a small business, we need everyone to play their part. Get your company involved and take a step towards saving the planet!

For more, visit: <https://www.bizcommunity.com>