

# Energizer sheds light on 'that's positivenergy' campaign

Light is a scarce commodity for many, often disrupting daily life and education due to limited study time.

1.45-million people represent 11% of South African households living without electricity and a further 3.6% of households access electricity informally.



In an effort to reduce these stats, Energizer South Africa and USA-registered nonprofit, One Million Lights are teaming up to improve the daily lives of children and adults in poor rural villages around the world, by providing clean and healthy lighting.

## What people can do together to make the world a more *positive* place

As the makers of the world's longest lasting battery, Energizer South Africa is committed to also making light last longer for a bright and healthy future. The One Million Lights partnership forms part of Energizer's *that's positivenergy* campaign, a campaign focused on what people can do together to make the world a more positive place.

During July and August 2014, primary school learners in Gauteng and KwaZulu Natal will be receiving 7,000 solar and kinetic lights in areas without electricity.

"This the first time since the initiative's inception in 2008 that we are sharing our healthy glow with the people of South Africa", says Anna Sidana, Founder and CEO of One Million Lights. "We believe that all children should have access to a clean and eco-friendly solution to light, which enables them to study at night and add value to the time they spend with their families."

The One Million Lights campaign has distributed over 50,000 safe, rechargeable solar lights around the world, replacing dangerous and polluting kerosene lamps.

"As a clean, healthy, renewable resource, solar lighting is such a natural fit," says Rashmi Vadivelu, Senior Brand Manager for Energizer South Africa. "It is a wonderful opportunity to offer lighting to communities that will ultimately brighten their entire lives by extending study and play time, while eliminating carbon emissions, improving household health, and greatly increasing income savings."

The campaign aims to ultimately distribute one million solar lights and replace dangerous and polluting kerosene lamps in communities where people are dependent on non-renewable and toxic fuels for their lighting needs.

For more information: [www.onemillionlights.org](http://www.onemillionlights.org); [www.facebook.com/onemillionlights](https://www.facebook.com/onemillionlights); and [http://twitter.com/millionlights](https://twitter.com/millionlights)