

Media Release

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Top Energy promotes electrical safety ethos

Local electricity generation and lines distribution company, Top Energy is demonstrating its commitment to community safety, by providing a new Internet-based educational resource specifically tailored to appeal to Far North primary and intermediate school children.

Known as Top Energy Electrical Safety World (ESW), the resource is a new Internet portal accessed from the company's web site (www.topenergy.co.nz) plus free 'Stay Safe Around Electricity' workbooks for school students. The resource provides access to information, experiments, games and activities designed to teach junior school children the principles of electricity and the practices of electrical safety. Teacher Guides are also included.

Developed in the USA by international utility communications specialists, Culver Company and adapted for use in New Zealand, Top Energy's ESW features the educational resource presented under four main sections. These are:

- **Interactive Games** - for children that simulate common indoor and outdoor electrical hazards, giving them a chance to put safety principles into practice.
- **Key Science & Safety Content** - organized into specific sections. Each section is self-contained and includes relevant experiments or activities.
- **Tips for Parents** - on how to get the most out of this site with their children. It includes handy checklists for home use and links to other useful safety web sites.
- **Tools & Tips for Teachers** - the site meets the requirements under the NZ Physical World - Level 3 Curriculum (and touches on levels 1 & 2).

The resource is promoted by hundreds of utility companies internationally and several other electricity lines network companies in New Zealand. According to its American developers, its action, fun, animation, games, and interactive pages draw children into key electricity awareness, safety and energy efficiency messages and encourages and supports children's natural curiosity to test their knowledge and to share what they've learned with adults.

Says Top Energy, General Manager Networks, Keith Gilby, "Our ESW resource should prove popular with Far North school children and we're confident our safety message will get through. And what's particularly exciting to us is that this resource has the ability to encourage children to involve their parents in those key safety messages too".

Go to www.topenergy.co.nz and click on the ESW icon to visit Top Energy Electrical Safety World.
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