

NATIONAL ENERGY EFFICIENCY CAMPAIGN

Join South Africa in becoming more energy efficient



Series on energy

Make sure to watch e-TV on Thursday mornings just after the 07h00 news on SUNRISE Breakfast Show (with a repeat during e-TV Prime Time on Thursday evenings around 18h25) and get your facts about SAVE IT energy campaign.

As part of the SAVE IT! The National Energy Efficiency Campaign, government has commissioned a television series of six inserts covering various energy issues, starting from Thursday 11 March 2010 on SUNRISE Breakfast show.

Watch your series on:

11 March: Electricity Generation process featuring Brian Dames, ESKOM Head of Electricity Generation.

18 March: The electricity development in South Africa since 1994 and progress to date.

25 March: Economic impact of electricity infrastructure investments, showcasing some existing infrastructure and the state-of-the-art Medupi Power Station still under construction..

1 April: Environmental impact of South Africa's energy needs exploring alternative energy sources and once again underlining the role that business and the public at large can and should play in the interest of conserving the planet and securing the country's energy future.

There will also be **live Interviews** with Minister of Energy, Ms Dipuo Peters, Minister Hogan of Public Enterprises and Minister Trevor Manuel (Planning Commission) and Andrew Etzinger, ESKOM Spokesperson covering various energy issues of national interest.

"There is a great need to drive home the message that energy efficiency is a **national** priority and that every South African is responsible for securing the energy future of our country," says Minister of Energy, Ms Elizabeth Dipuo Peters.

The National Energy Efficiency Campaign

save it! 
www.savingenergy.co.za

