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BC Hydro asks youth to invent the future

Vancouver – BC Hydro is offering youth in B.C. a chance to make a difference. Leading into Power Smart Month, BC Hydro is asking youth to submit their creative ideas for raising awareness about the importance of energy conservation through a song, video or essay.

Through an online provincewide contest called Invent the Future (www.inventthefuture.ca), BC Hydro is encouraging young people, ages 16 to 24, to develop creative ways to engage, influence and educate others about energy conservation. Youth, divided into two separate age categories, can win one of six \$2,000 cash prizes, a week at the Gulf Islands Film and Television School or iPod Touch packages.

"This annual contest provides an ideal platform for youth to voice their thoughts on issues around energy conservation and sustainability," said Lisa Coltart, executive director of Power Smart and Customer Care for BC Hydro. "We are working to meet 66 per cent of our new energy needs through conservation by 2020 and need the help of all British Columbians to get there."

Entries will be assessed by a panel of celebrity judges including actor **Kristin Kreuk**, Juno-nominated singer/songwriter **Carly Rae Jepsen**, **Hal Wake** from the Vancouver International Writers & Readers Festival, local meteorologist **Ann Luu** and environmental and community leader **Ajay Puri**. Judges will evaluate submissions on originality, innovation, creativity, scope and potential to change behaviour in B.C.

"I am so happy to support this year's Invent the Future contest, and think this is a great way for youth to show off their song, video or writing skills," said Kreuk, best known for her role as Lana Lang on *Smallville*. "I know a lot of young people have great ideas about what energy conservation means to them, and what better way to get those ideas out there, than to jump into this contest?"

The contest runs from Oct. 1 to Dec. 5, 2010. Submissions can be made individually, or in teams of up to three people. There are two age categories: 16 to 18 years and 19 to 24 years. People's Choice voting for entries will run from Oct. 1 until Dec. 12 – youth are encouraged to enter early in order to accumulate the most votes in this category. Winners will be announced in February 2011. For more information on **Invent the Future** visit www.inventthefuture.ca.

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