



NATIONAL ENERGY FOUNDATION  
RESOURCES FOR EDUCATION

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## **Student Competition Encourages Energy Conservation and Environmental Awareness in Classrooms**

*NEF Invites Participation from Students throughout North America*

SALT LAKE CITY – (November 1, 2004) –The fourth *Igniting Creative Energy Challenge (ICE)* is underway with continuing sponsorship provided by Johnson Controls and National Energy Foundation (NEF). The *Challenge* is an educational competition designed to encourage students to learn more about energy and the environment.

Students submit entries reflecting the competition theme, *Igniting Creative Energy*. They may express their ideas on energy conservation and the environment in the form of science projects, essays, stories, artwork, photographs, music, video or web site projects. Recent NEF Energy Action Patrol activities are also acceptable submissions.

According to Dr. Edward A. Dalton, president of National Energy Foundation, “Each year energy use increases, so to see how students focus on energy efficiency at home and school is encouraging for our society and world environment. It results in improved leadership, character development and service to others.”

The *Challenge* is open to students in grades K-12 in the U.S. and Canada, excluding Quebec. Entries are due by February 19, 2005, and winners will be announced on or about March 21, 2005. Official contest rules and a printable entry form are found at the official *Challenge* web site [www.ignitingcreativeenergy.org](http://www.ignitingcreativeenergy.org).

“We are continually impressed by the excitement and creativity students and teachers exhibit in showing ways to preserve the environment and conserve energy.” said Jeff Crenshaw, director, public sector sales for the Controls Group of Johnson Controls.

A total of four grand prizes will be awarded to three students and one teacher. The three students, one in each grade cluster, will receive a hosted trip to Hawaii April 26-30, 2005, for themselves and a parent or legal guardian. In addition, one teacher with the highest average score of student work from 15 or more qualifying entries will be chosen for the same trip for two. The journey of “fire & ICE” will include visits to a volcano, tropical forests, and Hawaii's famous beaches.

In addition, winners will participate in the National Energy Efficiency Forum in Washington, D.C., June 14-15, 2005, where they will share their *Challenge* entries and ideas with government and energy leaders.

Everyone entering the *Igniting Creative Energy Challenge* will receive an award certificate, with the first 1,000 entries also receiving a commemorative 2005 *Challenge* pin. Exemplary projects will be selected for national publication.

Winning projects for the 2004 *Igniting Creative Energy Challenge* were diverse and creative, and included an original song about saving energy, an energy magazine, and an essay about an environmental club devoted to recycling.

The *Challenge* is sponsored and funded through an educational grant by Johnson Controls, Inc. with additional support from the United States Energy Association (USEA), and is administered by the National Energy Foundation.

The National Energy Foundation is a unique 501(c) (3) nonprofit organization dedicated to the development, dissemination, and implementation of supplementary educational materials, programs and courses that relate primarily to energy, water, natural resources, science and math, technology, conservation and the environment.

USEA is composed of approximately 150 public and private energy-related organizations, corporations and government agencies. It represents the United States in the World Energy Council.

Johnson Controls, Inc., is a global market leader in automotive systems and facility management and control. For non-residential facilities, Johnson Controls provides control systems and services including comfort, energy and security management. Johnson Controls (NYSE: JCI), founded in 1885, has headquarters in Milwaukee, Wisconsin.

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