

Energy Efficiency - Now This is Fun!

Written by Mark Luger

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Alliant Energy Sends a Positive Message to Students and Families

Minneapolis, MN (March 4, 2013) – Elementary school students will enjoy a fun and educational live theatre performance that teaches them and their parents how to be more energy efficient. The National Theatre for Children (NTC) will perform for students in Fairfield, Dewitt and Cedar Rapids on March 11th and 12th. The performances are sponsored by Alliant Energy.

The Energized Guyz is a multiplatform energy efficiency program featuring live, professional actors, classroom curriculum and homework assignments. Parents and teachers also benefit from these dynamic theatrical shows because the performances get their students focused on good energy efficiency habits such as turning off the lights when leaving a room, using CFL light bulbs and unplugging rechargers when not in use. The program focuses on the following educational concepts:

- How electricity and energy are made
- Uses of energy
- Ways energy is wasted
- How to conserve energy

Students Test Higher When Linking Natural Resources and Electricity

Studies have shown that linking the need for energy resources to the ways electricity is wasted may help children understand the need for behavior changes, according to Ryan Bliss, project director at RIA, an Oregon-based behavior research firm with expertise in energy-related projects and energy audits. Based on a research study conducted with 30,000 students involved in a similar NTC educational program, “The increased test scores among students who received the NTC curriculum are highly suggestive that in-school energy education helps children learn concepts that can influence behaviors,” Bliss says. “Quality education is crucial to understanding the need to change behavior, and we are seeing increased test scores across all ages, all grades and in both urban and rural schools.”

Dynamic Teaching Platform

“Live theater is a dynamic teaching platform, especially when combined with curriculum activities, in-class discussion and homework assignments that engage parents,” affirms Ward Eames, president of NTC, an organization that has been bringing energy, environmental and social programs to U.S. schools for over 35 years. Bliss agrees. “Even young students can understand that they have energy choices. And the younger they begin learning, the more likely students will retain these concepts throughout their life.

The Energized Guyz features two professional actors who play a variety of characters like the super hero “Nikki Neutron,” his boss “U.R. Fired,” fellow superhero friend “Thunderstorm,” “Bert the Dirt Expert” and the devious villain “The Sneaker.” The performance is action packed with high energy comedy and audience interaction. Students cheer on and learn from the program’s hero, Nikki Neutron, who needs to stop The Sneaker from wasting all the energy in town. The show comes complete with professionally designed sets, props and costumes.

About Alliant Energy

Alliant Energy provides electric service to 525,000 customers and natural gas service to 233,000 customers in more than 700 communities throughout Iowa and southern Minnesota. Alliant Energy is committed to providing the energy and exceptional service its customers and communities expect – safely, reliably, and affordably. For more information, visit alliantenergy.com or call

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About The National Theatre for Children

NTC is the largest touring educational theatre company in the world. Since 1978, NTC has successfully tackled one important issue after another including: financial literacy, electrical safety, water conservation, health care, smoking prevention, recycling, wise energy use, renewable energy, nutrition, and bullying prevention, (to name a few). Our educational outreach programs are entirely underwritten by corporate, non-profit and governmental sponsors who want to be associated with delivering healthy-living messages to students and their families. NTC performs approximately 7,000 times a year throughout the country, actively engaging 2.8 million students and parents through its programming. www.nationaltheatre.com