

Npower launches 'Every Shirt Has A Story'

Submitted by: pr-sending-enterprises

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PR Sending Enterprises

Npower, the title sponsor of The Football League, has launched a new campaign for fans called 'Every Shirt Has A Story'.

npower is asking fans from across the 72 Football League clubs to reveal the memories behind their team's seasonal colours and share their shirt stories with other fans via www.everyshirt.co.uk (<http://www.everyshirt.co.uk/>).

Sharing stories that talk about both the highs and lows of the sport, as well as personal tales surrounding the beautiful game, entrants will have the chance to win several competition prizes. These include the chance to be one of six 'face of the finals' winners who will see huge images of themselves displayed at either Wembley or Old Trafford - two of the world's most iconic football stadia. The football fans will be honoured with 16 by 24 metre fascia boards as well as seeing their name emblazoned on a giant football shirt that will cover the pitch as their team prepare to contest the play off final. Season tickets and signed shirts can also be won.

'Every Shirt Has A Story' is fronted by football legend Dion Dublin. Dion and a whole host of other footballing heroes and celebrity fans will be revealing the stories behind their most cherished football strips.

The initiative supports npower's Football Saver tariff (http://www.npower.com/Home/Electricity-and-gas/Products/Football_Saver/index.htm) which rewards Football League fans when they switch energy suppliers (<http://www.npower.com/>). Along with offering a discounted tariff designed for fans who want value from their energy prices, npower is also giving away a £45 voucher to spend at any official npower Championship, npower League One or npower League Two club shops. The Football saver tariff uniquely offers discounted energy, which is a reward for fans but also supports the clubs with the money from the vouchers going straight back to the clubs.

To be part of the action, fans are asked to submit their stories at everyshirt.co.uk

-ENDS-

About npower

npower is one of the UK's largest electricity suppliers (<http://www.npower.com/>) and has 6.6 million customer accounts across the UK, including over 238,000 small to medium sized enterprise sites and around 17,000 industrial and commercial customers, with over 100,000 sites.

npower sponsors The Football League

npower has been awarded platinum status in Business in the Community's CR Index and is one of twenty-nine companies to have achieved the CommunityMark since its launch. All CommunityMark achievers have been

recognised for demonstrating excellence in their holistic and strategic approach to community investment.

PR Contact:

Nicholas McHugh

npower

Oak House

1 Bridgewater Road

Worcester

WR4 9FP

0845 070 2807

www.npower.com