

Npower teams up with Sky Sports to launch ad-funded TV show

Submitted by: pr-sending-enterprises

Wednesday, 17 August 2011

Npower's new three part ad-funded TV series, 'What's Your Goal', is set to launch on Sky Sports on Thursday 25th August - the culmination of npower's successful 2011 campaign of the same name.

The series captures the moments that six children from around the UK discover they are handpicked as winners of the npower What's Your Goal (<http://www.npower.com/fl/whats-your-goal/>) competition, to be mentored by some of the brightest and best in the football industry.

Viewers will follow the journeys of the young winners as they work side-by-side with their mentors, getting their hands dirty and mucking in with the professionals before being set a challenge relating to the day-to-day workings of the role.

Npower's 'What's Your Goal' is a football-based initiative launched as part of npower's title sponsorship of the npower Football League (<http://www.facebook.com/npowerfootballleague>). It was designed to inspire young people aged 12-16 to think about their future careers by showcasing the different roles available behind the scenes of football clubs up and down the UK.

Sky currently holds the broadcasting rights for the npower Football League and teamed up with npower, commissioning production company North One to capture the action. The shows are voiced by Sky presenter Ben Shepherd, who also features in the final episode which airs in September.

Along with Sky Sports presenter Dave Jones and long time Sky Sports TV producer Billy McGinty, the 'What's Your Goal' winners also spend time with Ipswich Town's business manager, an Action Images sports photographer and one of the npower Football League's most senior female referees, Sasa Ihringova.

QPR's manager, Neil Warnock also features in the series to mentor a young QPR fan who joins him and his team amidst talk of possible point deductions by the FA, when the future of QPR's promotion into the Premier League looked uncertain.

Clare McDougall, npower's head of education and community, said: "What's Your Goal offered young people fantastic one-in-a-lifetime experiences that allowed them to get stuck in with the professionals and learn the ropes first hand, so we weren't surprised by the overwhelming response we got from parents and their children across the UK.

"As not everyone could win the mentoring days, we worked with schools and parents to offer lesson plans and content that was designed to educate youngsters about the endless possibilities in the football industry, inspiring them to think about their future careers by looking at what they enjoy and thinking about potential opportunities.

"The TV show will help to spread npower's What's Your Goal message even further and we look forward to seeing npower's 'What's Your Goal' winners as they make their TV debuts on screen, showing the world how ambitious and talented our teenagers are and hopefully encouraging others to start thinking about what their goal is."

-ENDS-

About npower:

npower is one of the UK's largest electricity suppliers (<http://www.npower.com/Home/index.htm>) and has 6.6 million customer accounts across the UK.

npower is one of the top business energy (<http://www.npower.com/Business/>) suppliers to the UK business market, serving over 238,000 small to medium sized enterprise sites and around 17,000 industrial and commercial customers

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.

npower sponsors The Football League.

PR Contact:

Nicholas McHugh

npower

Oak House

1 Bridgewater Road

Worcester

WR4 9FP

0845 070 2807

www.npower.com

