

# Npower's Fanpower Stadium launched by Robbie Savage and Chris Kamara

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Two of football's most colourful characters gave office workers a "lift" while filming a fun video for Football League sponsors npower.

ESPN Pundit Robbie Savage and Sky Sports favourite Chris Kamara took workers by surprise as they performed a chorus of terrace favourite 'we are going up'. However, rather than singing in the stands, they were in the unconventional setting of a lift.

The hilarious footage was captured to promote the launch of npower's new initiative 'The Fanpower Stadium'. Hosted on Facebook, this app will give Football League (<http://www.npower.com/fl/fan-club/index.htm>) fans the chance to win a range of prizes including cash prizes for their club.

On the video, Savage said: "I think football chants can be best described as the language of football fans, but taken out of the natural context of a football stadium they become slightly surreal, as today's reactions show.

"The Fanpower Stadium (<http://www.npower.com/fl/competitions/index.htm>), which has prizes for fans and clubs up for grabs, will get everyone talking about their team in the right place, so it's a winner for me."

Chris Kamara added: "It was unbelievable stuff today. Nowadays I'm only in the stands to report on the games, so it was great to get my chance to chant. Hopefully us two chanting in the wrong place, will remind people that it pays to show your support in the right one.

"Robbie should definitely stick to the dancing, I clearly out sang him and it's this sort of competitiveness we want to see in the Fanpower Stadium."

npower are inviting fans to show their support for their Football League team at [www.facebook.com/npowerfootballleague](http://www.facebook.com/npowerfootballleague) by grabbing their seat in The Fanpower Stadium.

Once 'inside the stadium' there are two pots of money available for clubs to win; one cash prize of £10,000 will be awarded to the club in each League who hits their real average attendance figure first, with a second pot of £20,000 up for grabs to the club in each League whose fans talk the most about their club on Facebook.

Fans can score points for their club by sharing content or mentioning keywords such as club name or manager and player names on Facebook or in their Twitter feeds. Fans also have the chance to win spot prizes every week which include signed shirts, balls and mystery prizes.

The competition closes on 1st June however the stadium will be "reopened" at the start of the 2012/13 season.

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#### 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 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.

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