



For Immediate Release

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New Sustainable Energy Award Challenges Schools to Save Energy

WASHINGTON D.C. – December 8, 2011 – The National Environmental Education Foundation (NEEF) today announced the Sustainable Energy Award, sponsored by Samsung, for public high schools that demonstrate a school-wide effort to achieve energy savings using technology creatively and innovatively. The award will recognize three schools as models for others around the nation, and each winning school will receive \$10,000 to further their initiatives.

“NEEF hopes this new award will serve as a catalyst for schools in becoming more sustainable, while also engaging students in learning about their built environments and how they can impact the overall environment. We are excited to partner with Samsung to illustrate the role technology can play in developing innovative energy-efficiency solutions,” said Diane Wood, President of NEEF.

“Getting students involved in using technology in creative ways to improve energy efficiency is a win for everyone,” said David Steel, Executive Vice President of Strategy of Samsung Electronics North America. “Not only does this contest help students develop interest and aptitude in science, technology, engineering and math—key to future success in a technologically sophisticated job market—it also helps schools save on energy costs and builds on ENERGY STAR’s important work encouraging people to be energy conscious.”

According to the ENERGY STAR energy-efficiency program of the U.S. EPA and Department of Energy, the nation’s 17,450 K-12 school districts spend more than \$6 billion annually on energy—more than is spent on computers and textbooks combined. Moreover, as much as 30 percent of a school district’s total energy could be used more efficiently.

Technologies, such as smart meters and more energy-efficient classroom equipment are among the many ways to save energy and money. Learn more about school energy efficiency at the Sustainable Energy Award page: www.neefusa.org/energyaward.

The deadline for applications is February 10, 2012, and winning schools will be announced nationally in May 2012. More information and the application are available at: www.neefusa.org/energyaward/details.

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About the National Environmental Education Foundation

The National Environmental Education Foundation (NEEF) provides knowledge to trusted professionals who, with their credibility, amplify messages to national audiences to solve everyday environmental problems. Together, we generate lasting positive change.

NEEF partners with professionals in health, education, media, business and public land management to promote daily actions for helping people protect and enjoy the environment. Through our primary programs—Classroom Earth, National Public Lands Day, National Environmental Education Week, Business and Environment, Earth Gauge and Health & Environment—we offer Americans knowledge to live by. To learn more, visit www.neefusa.org or follow NEEF via Facebook at www.facebook.com/neefusa, or via Twitter [@neefusa](https://twitter.com/neefusa).

About Samsung Electronics North America

Samsung Electronics North America (NAHQ), based in Ridgefield Park, NJ, is an arm of Samsung Electronics Co., Ltd. The company markets a broad range of award-winning consumer electronics, information systems, and home appliance products, as well as oversees all of Samsung's North American brand management including Samsung Electronics America, Inc., Samsung Telecommunications America, LP, Samsung Electronics Canada, Inc., and Samsung Electronics Mexico, Inc. As a result of its commitment to innovation and unique design, Samsung is one of the most decorated brands in the electronics industry. The company was ranked #17 in BusinessWeek/Interbrand "100 Best Global Brands," and named as one of Fast Company's "50 Most Innovative Companies of 2011." For more information, please visit www.samsung.com. You can also Fan Samsung on www.facebook.com/SamsungUSA or follow Samsung via Twitter [@SamsungTweets](https://twitter.com/SamsungTweets).