



Learn
to save energy.
& Earn
money for schools.

St. James School—Duluth, Minn.

Fourth- and fifth-graders at St. James Elementary School calculated their carbon footprints. Third-graders learned about seasonal ways to save energy. And first-graders discovered their inner “energy detectives.”

The Duluth school partnered with Minnesota Power for a Learn and Earn event to bring concepts related to energy efficiency into the classroom. Students learned about carbon footprints at www.mnenergychallenge.org, compiled a list of simple things their families can do to save energy and searched out ways they could be more energy efficient every day.

In addition to classroom activities spread across six weeks, the effort also raised \$400 for a science-based field trip. Local retailers sold energy-efficient light bulbs in a special promotion and Minnesota Power made a donation to St. James for each of those lighting products sold as well as for the sale of energy-efficient appliances. Minnesota Power also donated to the field trip fund for each online Your Home Energy Report survey completed by teachers, parents and community members.

Principal Julie Blazevic said the school was excited to participate in Learn and Earn.

“It was a win-win. People from Minnesota Power came out and met with the teachers. Students learned and shared information about energy efficiency with their parents,” Blazevic said. “And then we got money back.”



“It is extremely valuable for Minnesota Power to create relationships with schools and vendors in the community. Students take information home to their parents about how energy efficiency can benefit them. Kids grow up to be adults excited about energy efficiency.”

Chad Trebilcock
Energy Efficiency Analyst II, Minnesota Power

Are you interested in holding a Learn & Earn at your school?
Visit www.mnpower.com/onecommunity to learn more.

