

52 German students won an exclusive *Cirque du Soleil* workshop thanks to Panasonic

Zellik, 14 February 2020 – A primary school in Wuppertal (North Rhine-Westphalia, Germany) won Panasonic's "Power Classes 2019 Wanted!" program. 52 third and fourth class students experienced an exclusive workshop with *Cirque du Soleil*® artists and built their very own batteries with Panasonic experts.

5.037 German third and fourth classes took part in the "Power Classes 2019 Wanted!" program, organised by Panasonic in collaboration with the specialised agency KB&B – Family Marketing Experts. One school in Wuppertal, in the west of the country, has won first prize. They completed the educational poster, answered the competition's question correctly and won an exciting two-day program with *Cirque du Soleil* and Panasonic.

Schools in Hamburg, Berlin and Bitterfeld-Wolfen won second to fourth prize. They were offered a one-day trip to the HABA Digitalwerkstatt, creative education and experience spaces by HABA around Germany, where they experimented with batteries and brought a self-built robot to life. The fifth to tenth prize winners were gifted Panasonic battery packs.

First prize: two days filled with energy and power

The winning classes in Wuppertal got a visit from Panasonic experts on 21st January 2020. During a half-day workshop, the 8- to 10-year-olds learned about Panasonic, battery power, battery safety, different appliances for which batteries are used - and they built their very own battery kit, that will become a part of the Panasonic museum.

Thanks to Panasonic's collaboration with *Cirque du Soleil*, on the next day the children visited TOTEM™ in Dusseldorf. Their experience included an exclusive behind-the-scenes tour of the Big Top as well as juggling, diablo and clowning workshops with *Cirque du Soleil* artists. Lunch was provided by *Cirque du Soleil* and to make the day extra memorable, the children left with a goodie bag including juggling balls, a red clown nose and diablo.

Experiential STEM-education for 130K pupils

Over 130.000 students took part in the "Power Classes 2019 Wanted!" program, which ran from August to December 2019. The pioneering program taught 7- to 10-year-olds about science, power and sustainability.

To take part in the program, teachers applied on the campaign website power-klasse.de. They then received a package of ready-made educational material to use in class during several weeks. The booklets, tests and games playfully stimulated children's interest in electricity and energy, especially batteries. Examples of energy use in students' everyday life (electric toothbrush, toaster, computer) made the knowledge tangible and taught children habits for a sustainable lifestyle. The pupils and teachers could also engage in two hands-on experiments: building a battery from a lemon to power a lightbulb, and creating a miniature electric motor.

Perhaps most excitingly, the package included an educational poster and this question: "Which power circuit will light the lightbulb from the poster?" By sending in a simple answer (A, B or C) through email or post, pupils and teachers entered the Panasonic and *Cirque du Soleil* contest.

Praise all around

Children, teachers, Panasonic and *Cirque du Soleil* are all extremely happy about the “Power Classes 2019 Wanted!” program. The students were highly engaged and excited when building batteries with Panasonic at school. They also loved the day out at *Cirque du Soleil*, were inspired by the artists and went home delighted with the goodie bag.

The project was truly educational. One teacher from Wuppertal comments: “The material we received was very, very suitable for the children in fourth class because it was very practical, very close to life... And this closeness to life and practical relevance helps us a lot at school, because we sometimes tend not to teach in such a real-life way - unfortunately.” The prize left a real mark: “To be guided by an engineer to build a battery, that was quite a great thing.”

At Panasonic, we are delighted about the project and results – and excited to keep on teaching about our expertise in the future: “Panasonic Batteries’ first Power Class-project was a big success! We’re very happy with how teachers engaged with the program and how we were able to educate children about battery power using everyday material. The workshops we’ve organized for the winning school together with our partner *Cirque du Soleil*, will be remembered for life - not only by the children and teachers, but also by Panasonic staff and *Cirque du Soleil* artists! We’re looking forward to our next steps in education.”

A strong and lasting partnership

For two years, Panasonic Batteries has been the official partner of *Cirque du Soleil*'s touring shows. Both organisations have launched various contests together and the *Cirque du Soleil* shows TOTEM™, Amaluna™, LUZIA™ and Corteo™ all use Panasonic batteries to power microphones, guitars and backstage equipment. This year, the collaboration continues. Watch the [Panasonic Batteries Europe Facebook page](#) to stay up to date on the latest news.

ABOUT PANASONIC ENERGY EUROPE NV

Panasonic Energy Europe is headquartered in Zellik, near Brussels, Belgium. The company is part of the Panasonic Corporation, a leading global manufacturer of electronic and electrical goods. Panasonic’s vast and lengthy experience in the consumer electronics field has enabled Panasonic to become the largest battery manufacturer in Europe today. The European production facilities are located in Tessenderlo, Belgium, and Gniezno, Poland. Panasonic Energy Europe supplies ‘mobile’ energy solutions to more than 30 European countries. The company’s diverse product range includes rechargeable cells, chargers, zinc carbon, alkaline and specialty batteries (such as zinc air, photo lithium, lithium coin, micro alkaline and silver oxide). For more information, please visit: www.panasonic-batteries.com.

ABOUT PANASONIC

The Panasonic Corporation, based in Osaka Japan, is a leading company worldwide and concerned with the development and manufacture of electronic goods for a wide range of private, trade and industrial uses. In the financial year ending 31 March 2018, Panasonic posted consolidated net sales of around 61.4 billion EUR. Panasonic is committed to creating a better life and a better world, continuously contributing to the evolution of society and to the happiness of people around the globe. Panasonic celebrated its 100th anniversary in 2018. Read more about the company and the Panasonic brand name at www.panasonic.net.

PRESS CONTACT

BBC

Tine Noens
Project Manager
T +32 3 780 96 96
noens@bbc.be
www.bbc.be

Panasonic Energy Europe nv

Vicky Raman
Brand Marketing Manager
T +32 2 467 84 35
vicky.raman@eu.panasonic.com
www.panasonic-batteries.com