



FOR IMMEDIATE RELEASE

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ChildFund, Nokero Launch Global “Light to Learn” Challenge

Richmond, Va. – April 19, 2012 – ChildFund International and Nokero International Ltd are partnering to bring sustainable and nontoxic solar light to the millions of children around the world living without electricity.

ChildFund and Nokero are challenging corporations and supporters to get involved and help break the cycle of energy poverty through the Global Light to Learn Challenge. More than 1.3 billion people around the world do not have access to electricity, according to the International Energy Agency. Millions of them are children.

Funds raised through the Light to Learn Challenge will support ChildFund in bringing clean, healthy, Nokero solar lights to schools in un-electrified communities. Students will be able to study and read after dark, by checking a light out each night. Lights will also be used in the classroom to aid educators and teach students about science, technology, renewable energy and the power of the sun.

In a recent ChildFund Alliance global survey of children, almost 17 percent said they would spend a free day either studying or doing their homework. Yet for millions of children, the sun sets every evening on their enthusiasm for learning. In the dark of night, children often study outside clustered together under the light of a streetlamp. Others read by the light of a kerosene flame, breathing in smoke and toxic fumes. Many have no light at all.

“We are thrilled to partner with Nokero on this important initiative, said ChildFund International’s Marcia Roeder. “Light is something we take for granted, but for kids living without it, illuminating the darkness does more than simply brighten a room – it gives a child the ability to reach his or her full potential.”

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bbb.org/charity

ChildFund International is a global child development and protection agency serving more than 13.5 million children and their family members in 31 countries. For more than 70 years, we have helped the world’s deprived, excluded and vulnerable children survive and thrive to reach their full potential and become leaders of enduring change. As a member of ChildFund Alliance we create supportive environments in which children can flourish. To join the challenge visit,

Mychildfund.org/nokero

About Nokero:

Nokero (short for No Kerosene) was formed in June 2010 to develop affordable and environmentally-friendly technologies that eliminate the need for harmful and polluting fuels used for light around the world. Nokero designs and manufactures practical, intuitive, and cost-effective solar lights and phone chargers for people without access to electricity, and then partners with local organizations to get them to the communities who need them most.