



OUR PURPOSE IS TO LEAD COMMUNITIES  
INTO THE **ZERO CARBON** WORLD.

## PRESS RELEASE

10 December 2021

### SANTA AND ZEN ENERGY – POWERING CHRISTMAS FOR FUTURE GENERATIONS

ZEN Energy is proud to announce they have entered an exclusive partnership with Santa Claus himself to save Christmas for future generations.

With world climate scientists issuing stark warnings about global warming and the future of planet earth, the pressure is on world leaders to work together on solutions for the impending climate crisis. Santa has heeded the call. Working exclusively with ZEN Energy, Santa is going carbon neutral for 2022.

"The North Pole is not immune to the impacts of climate change, and it is home to some of our most important and magical creatures on earth," says Santa Claus. "We all need to take responsibility and play our part in protecting the environment for future generations to enjoy. That's why we, at Santa's Workshop, are proud to announce, thanks to ZEN Energy, that we are going 100% renewable."

This unique project was shrouded in secrecy until today. First, ZEN designed a vast and complex rooftop solar system; with a new technology that can generate renewable energy from extensive snow glare. Then, with the help of the reindeers, more than one thousand specially adapted panels were flown to the rooftops and meticulously placed across the entire toy factory.

"We already use recycled paper for wrapping gifts and responsibly sourced wood and recycled plastic for the toys, but our new installation takes sustainability to a whole new level. As a result, the Christmas lights are shining brighter this year than ever as we celebrate the carbon-neutral North Pole," said the Director of Festive Sustainability – Elf Grumble.

A second installation was commissioned atop Santa's grotto, ensuring Mrs Claus can create a delicious festive feast for Santa and his helpers to enjoy after the busy night's work on 25 December, all without using any power from the grid.

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We understand the turkey will be roasted in their [Electrolux oven](#), and they will enjoy a beautiful cabernet shiraz from [Taylor's Wines](#) with their Christmas feast. No wine for the elves though, they will be participating in [ZEN's Solar Schools](#) program at Adelaide's [St John's Grammar School](#) over the break to truly understand the scientific benefits of their new solar installation.

"I'm looking forward to circumnavigating the globe with my new electric sleigh. It works in harmony with Rudolf and the reindeers, so it is unnecessary to charge it. Just another touch of Christmas magic" says Santa.

'We have been delighted to work with Santa and his team of elves on this extraordinary project. Slowing climate change means Santa can keep delivering gifts and magic to future generations of children worldwide. This is a practical way that we can do our bit to leave the world a better place for future generations," said ZEN Energy CEO Anthony Garnaut.

This project marks the end of a fantastic year for ZEN Energy and their customers. [Taylor's Wines](#), installed a 100kW of solar on their winery in the Clare Valley, [CBUS](#) now powers their South Australian operations with 100% renewable energy, and [JC Decaux](#) purchased renewable energy certificates to convert their national operations to 100% renewable energy, along with 360 businesses and households that are now reaping the benefits of renewable energy.

Thanks to ZEN Energy, Christmas is looking merry and bright.

## ENDS

## ABOUT ZEN ENERGY

ZEN Energy is all about changing communities. We are focused on creating grassroots ecosystems – with councils, schools, and local community establishments at their centre. ZEN Energy is a proudly Australian renewable energy solutions company with over 15 years of experience in the energy market.

Our renewable solutions are produced in conjunction with the world's leading component manufacturers, with the capacity and know-how to deliver a sustainable energy pathway for our customer's needs, now and into the future.

## FOR FURTHER INFORMATION, PLEASE CONTACT:

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Elf Grimble  
The North Pole.

