



**For further information contact:**

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**MEDIA ALERT MEDIA ALERT MEDIA ALERT MEDIA ALERT**

**DON'T FORGET TO SWITCH OFF**

Kick-start this year's Energy Saving Week on Standby Saturday (20<sup>th</sup> October), by switching of your appliances with the new Bye Bye Standby device and reduce your carbon footprint.

Standby Saturday, will see the first nation-wide overnight switch-off of non-essential appliances, such as TVs, home computers and mobile phone chargers, with the aim of significantly reducing the UK's energy wastage caused by standby power. A great way to start Energy Saving Week – a flagship event set up by the Energy Saving Trust to focus on how we can make a positive difference to reducing our impact on the environment.

Bye Bye Standby allows you to remotely cut power to electrical devices that are in standby mode, helping you to do your bit for the environment as well as save money on your electricity bill. With standby mode for some appliances still using as much as 25 per cent of the energy they do when they are switched on, switching off makes sense. Independent research also shows that Bye Bye Standby would save the average UK household £38 a year, which could represent as much as £940million across the nation.

The Bye Bye Standby kit includes three smart sockets, which can control up to four electrical devices each, and one remote control. Simply plug Bye Bye Standby into a wall socket and then plug your appliance or extension lead into that. Each of your devices can be switched off separately or as a group when you leave the room - pressing the remote button again instantly switches them back on.

**Notes to editors:**

- Bye Bye Standby is available for review, please call Rachel Lear or Louise Mapp 0118 988 0501 [rachel.lear@ascentpr.co.uk](mailto:rachel.lear@ascentpr.co.uk).
- Bye Bye Standby can be bought in the high street, at wholesale and online including stores such as Comet, Costco, Currys, Waitrose or visit [www.byebyestandby](http://www.byebyestandby)
- Recommended Retail Price £29.99

**About Bye Bye Standby:** [www.byebyestandby.co.uk](http://www.byebyestandby.co.uk)

Bye Bye Standby is an energy saving product which allows you to remotely cut power to electrical devices when in standby mode. Bye Bye Standby is part of the Domia Group – a home control specialist and leading developer of smart energy solutions. Independent research shows that Bye Bye Standby will save the average UK family household £38 a year, which could represent as much as £940million across the nation.

**For further information on Standby Saturday (20<sup>th</sup> October) visit:**

[www.standbysaturday.com](http://www.standbysaturday.com)

**For further information on Energy Saving week (22<sup>nd</sup> – 26<sup>th</sup> October) visit:**

[www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk)