



Press Release

Going Green brings Motivating Opportunities

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We all hope one day we'll wake up, jump out of bed, excited about another day at work. A 23 year innovative graduate has avoided a salary paying job in pursuit of more motivating adventures. "I know that earning money is never going to drive my ambitions to a point I can claim as personal success. Its about finding something more important than that, which for me has been the environment" Jamie Chivers founder of Easyswitch said.

The environmental sector has been growing rapidly since Al Gores "An Inconvenient Truth" sent everyone scurrying home from the cinema with an impending sense of doom. Australians have very quickly taken up sustainability as an important factor when deciding what products to buy. It's the demand from these people that is creating the opportunity for a career in something a little more fulfilling.



Jamie Chivers
Founder
Easyswitch.com.au

Jamie saw a similar business working well in the UK and decided it would work well in Australia with an environmental twist. He decided to create a website that compared all pricing and energy information to make it easier for households to actually change over to renewable energy. "It became apparent that time-deprived Sydney-siders were struggling to meet rent repayments let alone bills, but wanted to be greener. People didn't realize that by changing to 10% GreenPower they could actually save over \$50 a year" Jamie said.

"Facebook was probably the reason the website is so user friendly and even got off the ground" Jamie said. Marketplace, a Facebook application, was used to recruit a low cost website developer that was prepared to work for an equity share. "Although there was no assurance of a pay packet John, the "IT guy", loved the idea."

All electricity plans Easyswitch compare are accredited by the Australian governments national GreenPower program. Easyswitch is completely free, which Jamie hopes will make it possible for all Australians to reduce their carbon footprint with just a few clicks.

For GreenPower plans that won't cost the Earth visit www.easyswitch.com.au.

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