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**Press Release**

**06 October 2015**

**Put yourself in the spotlight**

PowerBall is fast approaching and what better way to put your company in the spotlight than by sponsoring the electrical industry’s biggest and most prestigious party of the year.

The ‘must attend event’ is an excellent opportunity to showcase your company to over 1000 key decision makers in the electrical industry and enjoy a night of glittering entertainment.

Last year’s Thriller themed event raised a massive £207,000 which wouldn’t have been possible without the support of the sponsors whose generosity made it such a huge success.

Why not show your support at the 2015 event? There are a number of sponsorship packages available which provide an exciting and rewarding opportunity and guarantee exposure at the electrical industry’s premier event.

This year’s event will celebrate everything there is to love about the music of the Motown era. The headline entertainment, Dancing in the Streets, will take guests on a journey through the incredible sound of Motown including music by artists such as The Supremes, James Brown and Stevie Wonder.

PowerBall 2015 takes place on Friday 13 November at the Grosvenor House, Park Lane, London. Full details on ticket and sponsorship packages are available from the dedicated website [www.powerball2015.com](http://www.powerball2015.com)

**Note to editors**

PowerBall 2015 is being run by The Electrical Industries Trading Company Limited which is a wholly owned subsidiary of the Electrical Industries Charity.

The Electrical Industries Charity is the national charity for the electrical, electronics and energy industries. It aims to look after people from these industries whenever they or their families need help with life’s challenges.

The charitable services are available to anyone who currently works or has worked in the very diverse and often converging industries, such as:

* Electrical contracting and facilities management
* Electrical and electronic manufacturing, wholesale, distribution and retail
* Electrical and mechanical engineering
* Lighting industry
* Generation, distribution and supply of electrical power, including nuclear and renewable energy

[www.electricalcharity.org](http://www.electricalcharity.org)

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