****

**Press Release**

**21 March 2016**

**Let your company shine at powerBall 2016**

Are you ready to be part of an unforgettable night? This year powerBall 2016 is all set for another spectacular night, with City Electrical Factors (CEF) as the headline sponsor. So why not show your support and put your company in the spotlight by sponsoring the most prestigious event in the electrical industry calendar.

This unmissable event will provide an excellent opportunity to showcase your business to hundreds of fellow professionals in the electrical industry and provide you with an exciting and rewarding opportunity to guarantee exposure at this glamorous event.

At this year’s powerBall CEF are taking the lead and showing their support for this event as the headline sponsor.

Managing Director, Tessa Ogle says: “We are delighted to welcome CEF on board as our headline sponsor for this year’s powerBall. This type of support from our sponsors is invaluable in making powerBall 2016 a success.”

Charlie Beddows, Managing Director of CEF, says: “We are extremely excited to be the headline sponsor of this incredible event.”

Last year’s Motown-themed event was a huge success and made a remarkable £236,000, which wouldn’t have happened without the generous support of the sponsors.

So why not stand out from the crowd and show your support for this fantastic event by choosing from the wide range of sponsorship packages available.

powerBall 2016 takes place on Friday 11 November at the Grosvenor House, Park Lane, London. For full details on tickets and sponsorship packages visit the dedicated website.

www.powerball2016.com

**Note to editors**

powerBall 2016 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)

For further information about powerBall 2016 please contact Keystone Communications:

Tracey Rushton-Thorpe

Tel: 07753 840386

Email: [tracey@keystonecomms.co.uk](mailto:tracey@keystonecomms.co.uk)