

**Spring is here and so is Little Sun Charge:
Little Sun launches its solar charger, bringing energy access to all**



Berlin, 25 May 2016 –

Following its successful Kickstarter campaign last September, **Little Sun**, the global solar project founded by artist **Olafur Eliasson** and engineer Frederik Ottesen, launches its long-awaited solar phone charger, **Little Sun Charge**, today.

Like Little Sun's iconic first product, the Little Sun Original solar lamp, all Little Sun Charges sold in areas with electricity will

make solar energy available in areas without electricity at locally affordable prices – strengthening communities from the inside.

After much research and development, Little Sun Charge is now being shipped to the 2,000 Kickstarter backers around the world who contributed €265,000 to bring it to life, as well as to buyers who ordered in advance. As of today, Little Sun Charge will be available for everyone to order online via the **freshly designed website** www.littlesun.com. The design brings a whole new user experience, featuring a streamlined webshop, an easy-to-follow illustrated timeline, an animated solar sketch and clearly defined future aims such as 'energy access for all', in keeping with the UN's **Sustainable Development Goals**.

Featuring an **intuitive charge and battery indicator**, a **powerful battery** (4400mAh) and a handy inbuilt **lamp**, Little Sun Charge is as useful to those wanting a smart, portable way to charge their **phone, camera, e-reader, MP3 player** and other small devices on the go, as it is for those living without electricity in Sub-Saharan Africa.

Little Sun Charge is designed to withstand all your adventures – **music festivals, biking, hiking** or just kicking back at the local park. It comes with a lanyard and carabiner hook, which enables Little Sun Charge to be attached to a backpack or slung around the body to **charge it in the sun while out and about, or it can be used as a standing lamp with the optional custom-made stand**.

Olafur Eliasson is the 2016 artist for the **Palace of Versailles** with Little Suns for sale onsite, making every person a '(Little) Sun King' – holding the power of the sun in their hands.

Little Sun will spread this good energy around Europe this summer with a charging station at **We Love Green festival** in Paris, a sunlight graffiti booth at the **Sonar festival**, Barcelona, and with eco fun at Hoffest Brodowin, close to Berlin.

Stay in the loop online as the Little Sun Charge ‘*Charge your phone. Charge your life*’ campaign unfolds on Little Sun’s social media: twitter.com/LittleSun, www.facebook.com/ilovelittlesun, www.instagram.com/littlesunenergy/. Follow: **#ChargeYourLife** and **#ConnectedByTheSun**.

To download this press release and Little Sun info material, visit:
www.littlesun.com/media

For press enquiries, please contact: Rabea Koss press@littlesun.com

About Little Sun

Little Sun is a social business and global project founded by artist Olafur Eliasson and engineer Frederik Ottesen to bring clean, reliable, affordable energy to the 1.1 billion people in the world living in off-grid areas without electricity. The project’s first product, the Little Sun solar LED lamp, is sold all over the world. The second product, Little Sun Charge, a solar phone charger, was made possible thanks to a Kickstarter campaign and is now available worldwide. Purchasing Little Suns in areas of the world with electricity makes the products available in off-grid areas at reduced, locally affordable prices, where they provide a clean alternative to toxic and expensive fuel-based lighting and a steadfast and clean alternative to relying on the electrical grid.

Little Sun addresses the need for energy in a sustainable way that benefits off-grid communities by working with local entrepreneurs, creating local jobs, and generating local profits. The Little Sun project was officially launched in July 2012 at London’s Tate Modern. Since then, more than 430,000 Little Sun lamps have been distributed worldwide, with almost half going to off-grid areas. In April 2014, Little Sun received a ground-breaking \$5 million impact investment loan from Bloomberg Philanthropies, making it possible to scale Little Sun’s operations across the African continent.

www.littlesun.com

Little Sun is a proudly certified B Corporation.

