

# **EARTH HOUR – A Global Event on Climate Change**

*World Wildlife Fund*

<http://www.earthhour.org>

## **A Bold Statement for the Earth**

On March 28, 2009 at 8:30 pm, tens of millions of people around the world will come together once again to make a bold statement about their concern about climate change by doing something quite simple—turning off their lights for one hour. Earth Hour symbolizes that by working together, each of us can make a positive impact in the fight against climate change. Here in the US, it sends a message that Americans care about this issue and stand with the rest of the world in seeking to find solutions to the escalating climate crisis.

## **Leading the Charge**

Earth Hour was first celebrated two years ago in Sydney, Australia, when 2.2 million people and thousands of businesses turned out their lights, allowing the message about climate change to shine brightly.

In March 2008, Earth Hour went global. More than 400 cities, thousands of businesses and over 50 million people around the world turned off their lights for one hour to demonstrate their commitment to slowing the effects of climate change. An estimated 36 million Americans reported participating.

The movement captured the public's imagination with lights going out at some of the world's most iconic landmarks including the Sydney Opera House, Bangkok's Wat Arun Buddhist temple, the Coliseum in Rome, Stockholm's Royal Castle, London's City Hall, New York's Empire State Building, Sears Tower in Chicago and the Golden Gate Bridge in San Francisco. Other symbols going dark included Cola-Cola's famous billboard in Times Square and the Google homepage. The Earth Hour USA website received more than 7 million unique visitors during the week leading up to event, and the official video, narrated by actor Jeremy Piven, was viewed on YouTube nearly 800,000 times in less than 72 hours. Earth Hour's myspace page was viewed 150,000 times.

Stories about the event were featured on Oprah!, NBC Nightly News, Today Show, Good Morning America, CBS Evening News, CNN, NPR, The Washington Post, Chicago Tribune, Atlanta Journal-Constitution, Miami Herald, San Francisco Chronicle, Time.com, Yahoo.com and more.

## **In 2009 Earth Hour Goes from Big to Bigger!**

Already, 65 cities around the world have committed to the next Earth Hour. Flagship cities include Los Angeles, Las Vegas, Chicago, Los Angeles, Hong Kong, Toronto, Singapore, Mexico City, Manila, Dubai, Bangkok, Istanbul, London and Paris—with more to come. We hope to touch a billion people with the event in 2009.

From melting glaciers to increasingly intense weather patterns, climate change is already impacting life on our planet. To alter the course of climate change we must act now. One person committed to reducing energy consumption can make a difference, but millions working together can change the world.

**One hour - Earth Hour. Turn off. Take action.**

**It is not a lot to ask - is it?**

