



Earth Hour – Saturday 27 March 2010, 8:30PM *The hour the world unites in a stand against global warming*

At **8.30pm** on **27 March 2010**, cities, towns and municipalities across the world will turn off their lights for one hour – **Earth Hour** – sending a powerful global message that it's possible to take action on global warming.

In what we hope will be the world's largest mass participation event, **Earth Hour 2010** will be the culmination of **over one billion people** around the globe, in more than **6000 cities**, towns and municipalities from business, government and the community turning off lights for one hour on one night. Earth Hour 2010 aims to send a message to world leaders that we, the citizens of the planet, demand commitment to actions that will reduce greenhouse gas emissions for the benefit of the planet.

Taking the first step is as easy as turning off a light.

By encouraging entire cities to perform this simple act, for just one hour, a powerful message is delivered to the world about the urgent need to address climate change, and shows that it is possible for everyone to make a difference.

Earth Hour began in one city, in one country in 2007. More than 2.2 million households and businesses in Sydney, Australia turned off their lights for one hour on Saturday 31 March 2007.

Just one year later, **Earth Hour** reached 370 cities and towns in more than 35 countries across 18 timezones, and the campaign shifted from a Sydney event to a global sustainability movement. An estimated 50 to 100 million people around the world switched off their lights for **Earth Hour** in 2008, and global landmarks including the Golden Gate Bridge, Rome's Coliseum, the Coke billboard in Times Square and Jumeirah Hotel in Dubai darkened for one hour.

In its third year Earth Hour 2009 created history as the greatest voluntary action ever witnessed. Earth Hour 2009 represented the first ever global vote. Registrations, polling and energy reduction levels, indicate that hundreds of millions people voted Earth with their light switch in 4159 cities across 88 countries, including 73 national capitals and 9 of the world's 10 most populated cities. Global landmarks that switched off in support included The Sphinx and Pyramids at Giza, Christ the Redeemer statue in Brazil, and the Eiffel Tower in Paris.

This engagement through the simple personal act of "turning of my lights" provided a powerful visual mandate to world leaders in the lead up to the UNFCCC (United Nations Climate Change Conference) in Copenhagen December 2009, and beyond.

Earth Hour 2010 will be a major call to action for every individual, government and business to take responsibility and play a part in ensuring a sustainable future. Iconic buildings and landmarks across Europe, Asia-Pacific, the Middle East and The Americas will go dark. People will join together to celebrate and create a conversation about the future of our planet.

Earth Hour is a message of hope and action. Imagine what we can do if we act together.

Join us on **March 27 at 8:30pm** for **Earth Hour 2010**.

For more information, visit www.earthhour.org