

Turn off your lights on

8:30pm Saturday March 28, 2009

See your world in a whole new light

www.EarthHour.org.cn

Dear WWF friends,

After two years of hard fought success in raising global awareness on climate change, Earth Hour will take place in Shanghai on 28th March 2009. In March 2007, over 2.2 million residents and 2,100 businesses switched off lights in Sydney, Australia for one hour. This event was followed in March 2008 when over 370 cities and an estimated 50 million people around the world took part. Our targets for the March 2009 event are considerably higher because we have the active participation of WWF China and WWF India as well as our other offices in over 100 countries.

We are writing to invite you and your company to be an important part of this worldwide campaign. Although the important facts of climate change are being increasingly acknowledged by Shanghai people, awareness among average residents or businesses about their role in the production of carbon emission remains low. Earth Hour is a positive, action-oriented, celebration of the fact that if we all make small changes in our lives, we can, together, make a huge difference.

Earth Hour, a WWF initiative, aims to have one million people in Shanghai, switching off their lights for one hour between **8:30 and 9:30pm on 28th March 2009**. As one of the world's leading cities, it is important for Shanghai to be seen to be taking action.

For further information, please visit www.earthhour.org.cn or contact Linnet Kwok at lkwok@wwfchina.org or 021-6605 6653 ext.8816. Thanks for your support.

Yours Very Truly,
WWF Shanghai Marketing Team

EARTH HOUR 2009

Bold, simple and accessible, **Earth Hour** 2009 has one major aim: to show governments, individuals and businesses that it is possible to take action on climate change. The world can no longer wait; and the first step is as easy as turning off a light.

How your business can support Earth Hour 2009

PARTICIPATION

1) Turn off lights at 8:30pm Saturday 28 March 2009

Turn off the lights in your buildings, facilities and signage for one hour at 8:30pm on Saturday 28 March 2009.

For larger buildings, the facilities and building managers need to manage the logistics of switching off non-essential lighting for **Earth Hour** – including neon lights and billboards – in and around your properties.

COMMUNICATIONS

2) Communicate Earth Hour to staff members locally and globally

Communicate **Earth Hour** to all staff, from CEO and Board Members to general staff, using email and other newsletters, posters, intranet, SMS, website, staff associations and committees.

Encourage staff, colleagues and their families to take part in **Earth Hour** on 28 March 2009 and commit to long-term emissions reductions both in the workplace and at home.

3) Communicate Earth Hour to your customers, partners, clients, suppliers and other networks

- Include a link to the **Earth Hour** website, rebadge you homepage, host an **Earth Hour** banner on your homepage (downloadable from the **Earth Hour** website)
- Include **Earth Hour** messages on bills, statements, catalogues, other printed material you send to customers
- Promote **Earth Hour** in stores, branches, terminals, foyers, stadiums, shopping centres
- Run joint promotions in the lead-up to **Earth Hour**

DIRECT SUPPORT FOR EARTH HOUR

4) Become an Earth Hour Sponsor

Become an **Official Earth Hour Sponsor** to help us deliver Earth Hour in 2009.

Are there other ways your business can support **Earth Hour** financially? For example, donating percentages of ticket sales, raffle proceeds etc to **Earth Hour**?



*THE ABOVE IDEAS ARE JUST SOME EXAMPLES OF HOW YOUR BUSINESS CAN SUPPORT THE WORLD'S LARGEST SOCIAL MOVEMENT – **EARTH HOUR**. TO LEARN MORE ABOUT **EARTH HOUR** IN SHANGHAI, ASIA OR WORLDWIDE, OR DISCUSS WAYS IN WHICH YOUR COMPANY CAN SUPPORT **EARTH HOUR**, PLEASE CONTACT Linnet Kwok at lkwok@wwfchina.org or 021-6605 6653 ext.8816*



www.EarthHour.org.cn



YOUR PLEDGE TO SUPPORT EARTH HOUR 2009

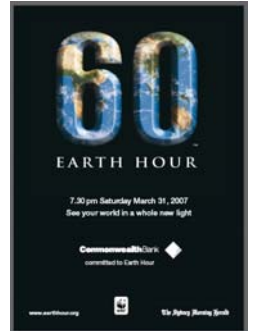
Company name:

(English) _____

(Chinese) _____

We would like to pledge to give support to Earth Hour 2009 by

- Turning off the lights in our facilities at 8:30pm, 28 March 2009 for one hour & Sign up for Earth Hour Website: www.earthhour.org.cn
- Communicating Earth Hour to staff members
- Communicating Earth Hour to customers, partners, suppliers and other networks
- Becoming an Earth Hour Sponsor



Please send me more information on Earth Hour for our follow up actions.

Name: _____

Tel: _____

Email: _____

Logo: _____

We will put all the participated corporate logos in our Earth Hour newsletter, which will send to all our partners.

(Please email the filled form to WFYu@wwfchina.org or fax at 021-6605 6653 ext.6666.
For word version or more details, please email Cynthia YU or call 021-6605 6653 ext.8810.)

TOGETHER WE CAN MAKE A DIFFERENCE



www.EarthHour.org.cn

