



EARTH HOUR

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## **Earth Hour – Saturday 28 March 2009, 8:30PM** *The hour the world unites in a stand against global warming*

At **8.30pm** on **28 March 2009**, cities and towns 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 2009** will be the culmination of **one billion people** around the globe, in more than **1000 cities** from business, government and the community turning off lights, and sending a message to world leaders in the lead-up to the **United Nations Climate Change Conference Copenhagen 2009** that we need a commitment to actions that will reduce greenhouse gas emissions for the short and long term 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, when more than 2.2 million households and businesses in Sydney 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.

**Earth Hour 2009** 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.

Already, through the extensive WWF International network, **Earth Hour 2009** will be delivered in over **60 countries**, the number growing each day.

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

Join us for **Earth Hour 2009**.

For more information, visit [www.earthhour.org](http://www.earthhour.org)



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