



## **Earth Hour – Saturday 27 March 2010, 8:30PM** ***Making every hour Earth Hour in 2010***

### **Earth Hour 2010**

At 8.30pm on 27 March 2010, cities, towns and municipalities across the world will turn off their lights for one hour – Earth Hour – showing that a simple energy-saving act repeated by many can make a big difference. Earth Hour is a powerful symbol of the massive public support for continued action on climate change.

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.

This year Earth Hour is about more than one hour of symbolic darkness: the campaign will encourage people to live more sustainably in their everyday lives. People will be asked to go beyond turning off lights and make a pledge to start something bigger.

### **New Zealand: a leading light in the global switch off**

New Zealand is the first time zone in the world to celebrate Earth Hour – over 40 of our cities, regions and districts have so far pledged to lead the world into darkness to mark the urgent need for personal action on climate change.

Since it began in Sydney in 2007, the campaign has grown to become the largest mass-environmental action in history. In 2009, Earth Hour saw hundreds of millions of people in more than 4,000 cities - including 1.5 million New Zealanders<sup>1</sup> - turn off lights for one hour in a graphic demonstration of support for determined international action on this critical issue.

### **Kiwi icons**

This year iconic buildings and landmarks across the world will again go dark for Earth Hour, including Auckland's Sky Tower. The event has the support of national partners Toyota, TV3, Trade Me and MoreFM. High profile kiwis living at home and around the world have lent their support and are urging New Zealanders to switch off – including former Prime Minister Helen Clark, and international chef Peter Gordon.

### **How to get involved**

New Zealanders from all walks of life are encouraged to take part by switching off all lights and non-essential appliances in their homes or businesses at 8.30pm on Saturday March 27.

Flicking the switch for Earth Hour shows we all care; about our friends, our family, and our collective future. We can all make choices that will help us secure a better, safer world.

Spread the word; involve those around you and celebrate the power you have to make a difference to the future of the planet – not just for one hour, but by making **every hour Earth hour**

Earth Hour is a message of hope and action. Imagine what we can achieve when we all act together.

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

For more information and to sign up go to [www.earthhour.org.nz](http://www.earthhour.org.nz)

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<sup>1</sup> Colmar Brunton polling found that 51% of New Zealanders aged over 18 took part in Earth Hour 2009