



245 Eglinton Avenue East  
Suite 410  
Toronto, ON M4P 3J1  
Tel: 416-489-8800  
Fax: 416-489-3023  
EarthHour@wwfcanada.org  
www.EarthHourCanada.org

## Earth Hour™ 2010

On March 27 at 8:30 p.m. the world will turn off its lights for just one hour – Earth Hour – to show it's possible to take action on climate change. Switching off your lights is just one simple action that you can take to help make a difference and it sends a powerful message that we care about our planet.

Last year, over 10 million Canadians turned off their lights for Earth Hour in a show of concern to the government. This demonstrates that people are taking personal action to reduce their footprint and that they expect the same level of commitment from government. People and businesses from coast-to-coast celebrated with candle-light parties, moonlight walks and other events to commemorate the hour power down.

This year, WWF is hoping to make Earth Hour more than a symbolic event but we need your help to make it happen. It is important people understand that we each have an important role to play in the fight against climate change. Our everyday actions, like turning off unnecessary lights, individually add up to make a big difference.

### Why Participate:

Climate change is the biggest environmental threat to our planet.. We are already seeing its impact. Participating in Earth Hour is a simple way to show that you want to be a part of the solution.

Globally, we are also up against a deadline to stop dangerous climate change. In 2012, the Kyoto Accord, the most significant international agreement to control greenhouse gas emissions, will expire.

In June 2010, Canada will play host to the G8 and G20 Summits – meetings where the most powerful heads of state come together to discuss the world's most pressing issues including climate change. It is important to come to a new climate agreement which extends past Kyoto. The process needs to start now because it will take 2-3 years for ratification and to ensure a seamless transition.

### What you can do:

1. **Sign-up** for Earth Hour at [www.EarthHourCanada.org](http://www.EarthHourCanada.org) and turn off your lights on March 27 at 8:30 p.m. for one hour
2. **Promote** Earth Hour to your friends, family, and colleagues
3. **Make every hour Earth Hour** - Consider what else can be done within your home and workplace to drive change in behaviour and practices to reduce greenhouse gas emissions.

For more information on how to participate, or who is participating, visit [www.EarthHourCanada.org](http://www.EarthHourCanada.org). There are also useful tools to help you promote Earth Hour including posters, FAQ's, logos and more.

Thanks for your support!

WWF-Canada