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Make Earth Hour™ Happen In Your Community

On Saturday, March 27th at 8:30 pm, 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.

WWF-Canada, alongside our lead sponsors Sears Canada and Coca-Cola Ltd. And the Toronto Star are working together to ensure as much national participation as possible. Last year, Earth Hour was a huge success with over 4,000 cities, hundreds of landmarks and millions of people participating! In Canada more than half the adult population participated – over 10 million - in over 270 Canadian cities.

This year, WWF is hoping to make Earth Hour even bigger with more engagement and we need your help to make it happen. In order to make Earth Hour more than a symbolic event, 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, add up to make a big difference. Individual action is also important because it sends a strong signal to business and government that Canadians want leadership from them too.

If you want to turn out the lights for Earth Hour in your town or city on March 27 2010, this will help you get started!

Your Goal:

Get as many people and businesses and cities or towns involved in Earth Hour at 8:30pm on March 27 2010.

Making Earth Hour happen

1) Building your Team

A good team is one of the biggest success factors for making Earth Hour happen around the world. Put together a small team of committed people and organizations to help plan how you can turn off the lights for one hour in your area.

Members of your Earth Hour Team could include your friends or schoolmates, members of your family, in your neighbourhood, the local mayor, business leaders, or your local school principal. Pull together a team of people and organizations willing to put the time and effort into making Earth Hour happen and you'll be ready to get started.

2) Spread the Word about Earth Hour

Check out our downloads section at www.EarthHourCanada.org There you can find posters, logos, toolkits, web banners and more to help you promote Earth Hour and help us make it the biggest one yet.