

Earth Hour

An invitation to be part of the largest environmental campaign in history

Chris Martin,
Coldplay

"I've been asking everyone to switch off their lights. Campaigns like this really help and are effective. It's about getting the message out."

UK Singer, Leona Lewis

www.earthhour.org
www.facebook.com/earthhour
www.twitter.com/earthhour
www.youtube.com/earthhour



"It's very rare with the pace of modern life that we stop and think about how much we consume, and the way we live our lives, so I think [Earth Hour] it's a beginning."

Cate Blanchett, Actor

What is Earth Hour?

Earth Hour is a global campaign that invites governments, businesses, communities, men, women and children everywhere to turn off their lights for one hour to show they care about the planet.

From its debut in one city in one country in 2007 – Sydney, Australia – when 2.2 million individuals turned their lights off to take a stand against climate change, it has become truly global, embracing 128 countries and territories in 2010.

In three short years, Earth Hour has grown into the largest campaign in history for the planet – and it is just the beginning.

If we can achieve this, imagine what else can be done.

Earth Hour proves beyond anything else that one person has the capacity to inspire change. You have the power to make it happen.

Who's behind it?

Earth Hour is an open source campaign with literally thousands of organisations and millions of individuals driving it. It's made successful by the millions who take part.

Earth Hour is coordinated by WWF in more than 70 countries, and by other brilliant partners in an additional 50 countries/regions. The Earth Hour Global team is based in Sydney, Australia. WWF International is headquartered in Switzerland.

Ambassadors have included:

- UN Secretary-General, Ban Ki-moon
- The Most Reverend, Archbishop Desmond Tutu
- Italian Designer, Giorgio Armani
- Brazilian Supermodel, Giselle Bündchen
- US Hollywood Actor, Edward Norton
- Chris Martin, Coldplay
- International Footballer, Francesco Totti
- Internationally renowned director, Pedro Almodóvar
- Chinese actress, Li Bingbing
- African singer, Achieng Abura
- Sir Richard Branson

Earth Hour 2011 8.30pm Saturday 26 March 2011

The world is ready for Earth Hour's evolution. The extraordinary opportunity to make a difference by understanding and engaging the passion and action of billions of everyday people who commit to saving the planet every day is now a reality.

It is not just about the hour itself, but building a global constituency on a scale that has never been done before.

Change is within our reach; it is time to make it happen.

In 2011, there will be an even greater emphasis on people and businesses making personal resolutions to live more sustainably – not just for Earth Hour but every hour.

We need your help to empower the world's citizens to get involved, not only on the night but to make a resolution to change their lifestyle in the name of our planet's survival.

Why you?

You are in a unique position to help. You are listened to by many important people and have a brilliant fan base who respect you. We have an active social audience who are keen to support people who do the right thing and are prepared to stand up and say what they believe in.

Kudos - you'll be supporting one of the world's most respected conservation organisations and will be taking part in the world's largest mass participation event.

Karma - Earth Hour provides everybody with the opportunity to do something good for the planet.

Connection - By participating in Earth Hour, you will be joining in a global community. Be one of millions. Contribute. Connect and feel the positive emotion that comes with being involved in a movement that has good at its heart.

Time is precious

Earth Hour 2011 is on Saturday 26 March at 8:30pm. We will be reaching out to governments and businesses globally from September 2010. With more than 200 media partners around the world we will be reaching out in 38 languages, online, radio, print, TV, outdoor, events, social media, PR, DM, experiential, face to face and word of mouth, thanks to the kind donations of some big organisations.

"The message of Earth Hour is simple. Climate change is a concern for each of us. Solutions are within our grasp and are ready to be implemented by individuals, communities, businesses and governments around the globe. Earth Hour is both a warning and a beacon of hope."

Ban Ki-moon, UN Secretary-General

Right. What can I do?

We understand you are time-challenged. We'd be grateful for your contribution big or small.

Here's 10 things you can do to help:

- 1 Become an official Earth Hour Global Ambassador by registering your support with Kath Kissell at Earth Hour (contact details overleaf)
- 2 Announce your support for Earth Hour
- 3 Wear an Earth Hour t-shirt
- 4 Record a video piece for Earth Hour's YouTube channel
- 5 Write a blog about your involvement
- 6 Photo shoot or media interviews
- 7 Organise an Earth Hour fundraiser or party
- 8 Team up your mates to jointly help
- 9 Attend an Earth Hour event wherever you are in the world!
- 10 Make a personal pledge to reduce your carbon emissions (small actions do make a big difference)

How would Earth Hour support your commitment?

We will work hard to maximize your involvement through our traditional and social media partners, our business and government contacts and our public supporter base.

Imagine what we can achieve together

"Earth Hour is an opportunity for every man, woman and child from all corners of the globe to unite and show the world that by working together we can win the battle against global warming."

Nobel Peace Prize Winner,
The Most Reverend Archbishop Desmond Tutu



Amir Khan
Indian Film Actor,
Director and Producer

Li Bingbing,
Chinese Actress

Pedro Almodóvar,
Spanish Film Director, Screenwriter
and Producer

Natalie Imbruglia,
Australian Singer-songwriter,
Model and Actress