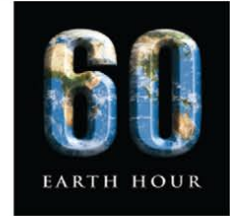


## **Earth Hour at Esplanade on 27 March 2010**

In line with our efforts to contribute to a greener environment, Esplanade will be participating in the Earth Hour project spearheaded by WWF (World Wide Fund For Nature). Pledging our support for Earth Hour 2010, Esplanade will dim and turn off the lights around the centre from 8.30pm – 9.30pm on **Saturday, 27 March 2010**. All operations in the centre will continue as normal.

Should you require assistance during the Earth Hour, please do not hesitate to approach our staff. More information on Earth Hour 2010 can be found at [www.earthhour.org](http://www.earthhour.org)

Thank you and we look forward to your support towards a greener environment!



## Earth Hour – Saturday 27 March 2010, 8:30pm - 9.30pm

*The hour the world unites in a stand against climate change*

At **8.30pm** on **27 March 2010**, cities, towns and municipalities 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 2010 will be the culmination of **over one billion** people around the globe, in more than **6000 cities**, towns and municipalities from business, government and the community turning off lights for one hour on one night. Earth Hour 2010 aims to send a message that we, the citizens of the planet, demand commitment to actions that will reduce greenhouse gas emissions for the benefit of the planet.

Taking the first step is as easy as turning off a light.

By encouraging entire countries and 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, spearheaded by WWF the global conservation organisation, began in one city, in one country in 2007. More than 2.2 million households and businesses in Sydney, Australia 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.

In its third year Earth Hour 2009 created history as the greatest voluntary action ever witnessed.

Earth Hour 2009 represented the first ever global vote. Registrations, polling and energy reduction levels, indicate that hundreds of millions people voted Earth with their light switch in 4159 cities across 88 countries. Global landmarks that switched off in support included The Sphinx and Pyramids at Giza, Christ the Redeemer statue in Brazil, the Eiffel Tower in Paris and the Bird Nest in Beijing.

**In Singapore**, more than **1.6 million people\***, hundreds of businesses and landmarks such as the **Merlion, Esplanade Theatre** and the **Singapore Flyer** participated in Earth Hour 2009. Earth Hour 2009 culminated with a concert and candlelight picnic at Esplanade Park where more than 2,000 people gathered to witness the black out of the Singapore skyline.

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. Iconic buildings and landmarks across Asia-Pacific, Europe, 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.

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

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

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

(\* According to The Nielsen Company post Earth Hour survey and inferred from EMA drop in electricity demand during the period of 8.30pm to 9.30pm on 28 March 09.



For more information, visit [www.earthhour.org](http://www.earthhour.org) or contact WWF Singapore at Tel: 6323 0100 or email: [earthhour@wwf.sg](mailto:earthhour@wwf.sg)