



28th March 2009
wwfscotland.org.uk/earthhour



S I G N U P

A N D

S W I T C H

O F F

WWF's Earth Hour 2009

8:30 – 9.30 pm

Saturday March 28

Earth Hour 2009 aims to reach more than **one billion people** in **1000 cities** around the world

Communities, business and governments will switch off their lights for one hour and send a powerful global message that we care enough about climate change to take action.

300 cities across 64 countries have already signed up including London, Edinburgh, Los Angeles, Las Vegas, Hong Kong, Sydney, Rome, Manila, Edinburgh, Oslo, Cape Town, Warsaw, Lisbon, Singapore, Istanbul, Mexico City, Toronto, Copenhagen, Bangkok, Helsinki, Shanghai, Kuala Lumpur and Dubai



The History of Earth Hour?

In 2007

- 2.2 million homes and businesses turned their lights out in Sydney Australia

In 2008:

- 50 million signed up in over 370 cities across 35 countries
- Over 18 thousand businesses signed up in 28 partner cities
- EH covered 7 continents including Antarctica
- EH spread across 18+ time zones
- 19 WWF National Offices participated



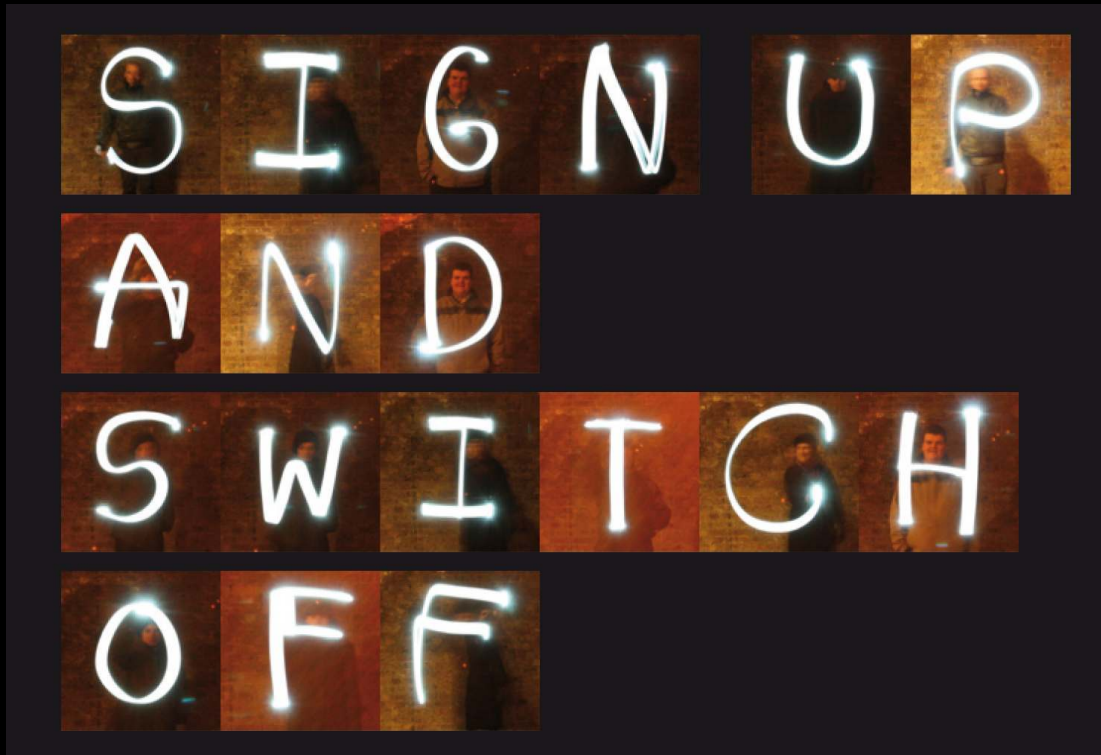
What happens after WWF's Earth Hour?

Campaigning for a global deal

This inspiring event will kick-start WWF's global deal campaign to convince governments across the world to agree to take effective action to tackle climate change, when they meet at the UN climate summit in Copenhagen, in December 2009.



Currently, 7 Scottish local authorities are getting on-board



For help and advice, contact:

Lang Banks, WWF Scotland

LBanks@wwfscotland.org.uk / 01350 728200