



EARTH HOUR

Earth Hour  
Level 13, 235 Jones St  
Ultimo NSW 2007  
PO Box 528 Sydney NSW 2001  
Tel +61 2 9281 5515  
Email [earthhour@wwf.org.au](mailto:earthhour@wwf.org.au)

## Make Earth Hour Happen In Your Town

On 31 March 2007, more than 2 million Sydney businesses and households turned off their lights for one hour - Earth Hour - sending a powerful national and global message that it's possible to take action on global warming.

At 8pm on 29 March 2008, Earth Hour goes global, with cities and towns around the world taking stand on the greatest threat our planet has ever faced, and millions of people uniting to turn the tide on global warming.

If you want to turn out the lights for Earth Hour in your town or city on 29 March 2008, this will help you get started!

### Your Goal

Get the most people, businesses and government involved in Earth Hour and get them to turn off their lights for one hour at 8pm on March 29 2008.

## 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 organisations to help plan how you can turn out the lights for one hour in your area.

Members of your Earth Hour Team could include your friends or schoolmates, members of your family or your neighbourhood, the local mayor or business leader, or your local school principal.

Pull together a team of people and organisations 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

To inspire yourself and those you speak to about Earth Hour, check out [www.earthhour.org](http://www.earthhour.org) to watch the video of the first Earth Hour in Sydney in 2007. This video will go a long way to inspiring you and those you speak to, to get involved in Earth Hour and to help take a stand against global warming.



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Think about how you could spread the word about Earth Hour in your area, how can you encourage the most people and businesses to turn their lights of for one hour at 8pm on Saturday 29 March 2008?

#### Thinking small can be big thinking

We've created a website to help you spread the word about Earth Hour. Register at [www.earthhour.org](http://www.earthhour.org) and recruit your friends to the Earth Hour cause. Getting your friends and neighbourhood involved is the easiest way to be a part of Earth Hour and help make a difference to our planet.

#### Think big

Who in your town uses lots of power?

First stop, the city. The city is one of the largest users of power in your area. Write to your mayor or present the Earth Hour idea at your local council. If you can get the city involved in turning off their non-essential lighting for Earth Hour (in Sydney, we left our street lights on for safety), your town can make a huge difference.

Office buildings and big retail stores also use a lot of power. Write to the businesses and stores in your area and ask them to darken their buildings, neon signs, stores and restaurants for one hour for Earth Hour.

Ask your favourite restaurant to have a candle-lit dinner hour (using beeswax candles of course) and feature fresh "cold" dishes in the menu. Write to your local newspaper or television channel and tell them what you're doing - try and get some news coverage of what your town wants to do for Earth Hour and the planet...think big!

### **3) Be creative!**

As well as asking as many people and businesses as possible to turn off their lights in your city or town at 8pm on 29 March 2008, think creatively about how to bring your friends and family together for the night.

Organise a "block party" in your neighbourhood with "in the dark" games and activities, organise a movie or music night at someone's house, look up at the stars, use the hour to talk about what you can do every day to save energy. Think about the different ways to have fun with Earth Hour.



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#### **4) What to do everyday**

Turning off your lights for one hour at 8pm on 29 March 2008 is the first part of getting involved in Earth Hour. Making a difference to the future of our planet by making energy savings every day is the second part.

When spreading the Earth Hour message, don't forget to encourage your friends, family and workmates to turn off unused lights and appliances every day of the year.

#### **5) Make It Happen**

Every town and city is unique and can bring its own special touch, identity and passion of its communities to create its own Earth Hour on 29 March 2008. But making Earth Hour happen is up to you!

Whatever you can organise to help turn out the lights on 29 March - whether is a backyard barbeque or asking your local mayor to turn off the city's non-essential lighting - will be a success.

You can make Earth Hour happen if you work together.

#### **6) Other questions you might have**

If you're thinking about Earth Hour in your town or city at 8pm on 29 March, you'll probably have some other questions about how we did it in Sydney in 2007. Check out our website for some answers to Frequently Asked Questions.



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