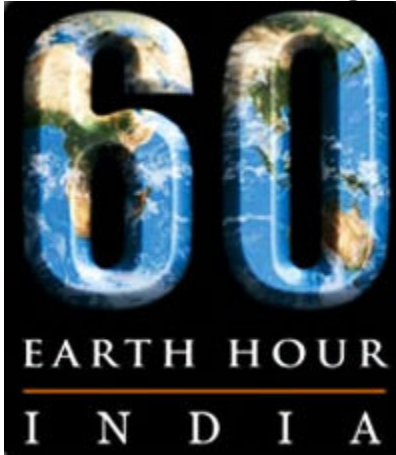


## **Earth Hour: - The hour the world unites in a stand against global warming**



Earth hour is the finest example of commitment and solidarity of the common people of this planet to say that WE CAN BE THE CHANGE. It is a WWF initiative where YOU can show your support for action on climate change by turning off your lights for one hour.

Earth Hour started in 2007 in Sydney, Australia when 2.2 million homes and businesses turned their lights off for one hour to make their stand against climate change. Only a year later and Earth Hour had become a global sustainability movement with more than 50 million people across 35 countries participating.

In March 2009, India alongwith hundreds of millions of people took part in the third Earth Hour. Over 4000 cities in 88 countries officially switched off to pledge their support for the planet, making Earth Hour 2009 the world's largest global climate change initiative.

Earth Hour 2010 takes place on Saturday 27 March at 8.30pm- 9:30pm and is a global call to action to every individual, every business and every community throughout the world. It is a call to stand up, to take responsibility, to get involved and lead the way towards a sustainable future. Iconic buildings and landmarks from India to Australia to America will stand in darkness.

People across the world from all walks of life will turn off their lights and join together in celebration and contemplation of the one thing we all have in common – our planet. It's Showtime! Show the world what can be done.

### **Earth Hour in Kerala**

WWF-India, Kerala State Office will organise an event in connection with Earth Hour in Trivandrum on March 27 from 7.30 p.m. to 9.30 p.m. at Gandhi Park, East Fort. The event will include a musical performance by MBS Youth Choir, Candle light vigil led by Earth Hour Ambassador in Kerala and other entertainment programmes.

Earth Hour was first observed in Kerala in 2009. The programme turned out to be a grand success with good positive response from all sections of the society.

“Climate change is already manifesting in Kerala in the form of the unprecedented vagaries of weather. Kerala, being projected as God’s Own Country, is witnessing high temperature and several dry- habituated bird species have been recorded from our State which is quiet unusual. Heavily dependent on hydel energy and the day-by-day increasing power consumption, energy sector is also in crisis,” said a statement from the Kerala Unit of WWF.

Related links: <http://www.earthhour.org/>  
<http://earthhourindia.in/>  
<http://www.earthhour.in/>