

Template business press release

Earth Hour 2010 - Scotland

Press release

For Immediate Release: (Add date in here)

[NAME OF BUSINESS] TURNS OUT THE LIGHTS FOR WWF'S EARTH HOUR

(Name of business) is supporting WWF's Earth Hour, an epic global event taking place on Saturday 27 March 2010, between 8.30-9.30pm. The initiative is encouraging businesses, schools, individuals and cities around the world to switch off their lights for one hour sending a strong message to world leaders that climate change demands urgent action.

COMPANY TO INSERT DETAILS OF ITS ACTIVITY FOR EARTH HOUR

Hundreds of businesses across the UK have already signed up to the event this year and more are encouraged to get involved and show they care the people and wildlife affected by climate change.

Dr Richard Dixon, Director of WWF Scotland said:

“Climate change is one of the most serious threats facing people and nature and demands urgent global action. Last year, world leaders missed a key opportunity to agree a global climate deal in Copenhagen, but with each year of delay, the impacts on people and wildlife get more severe and the window of opportunity gets smaller.

“Businesses have a key role to play in the fight against climate change – both in terms of prevention and adapting to its worst impacts. The support from businesses like (INSERT COMPANY NAME) for WWF's Earth Hour proves that, even in tough economic times, the appetite for change among the private sector is there.”

This year's event promises to be bigger and better than ever with a record 91 countries, across 25 time zones taking part.. UK landmarks pledging to switch off their lights include Edinburgh Castle, Piccadilly Circus and the London Eye, which will be dimming its lights for Earth Hour. Other famous buildings pledging to plunge into darkness for an hour include the Royal Albert Hall, Manchester's Trafford Centre, Stormont, Inverness Castle, Wales Millennium Stadium and Portsmouth's Spinnaker Tower.

[Companies supporting the event include M&S, Coca-Cola and Ikea.]

Many of the world's most iconic landmarks are on board including the Golden Gate Bridge, the Las Vegas strip, Table Mountain and the Burj Khalifa tower- the tallest building in the world.

Countries and regions involved for the first time include the remote island nation of Madagascar, Nepal, Saudi Arabia, Mongolia, Cambodia, Czech Republic, Paraguay, Ecuador and the US Commonwealth of the Northern Marina Islands in the Pacific Ocean.

- ends -

Editor's notes

[1] WWF's Earth Hour – 8.30pm, Saturday 27 March 2010 For more information about WWF's Earth Hour <http://www.wwfscotland.org.uk/earthhour>

WWF's Earth Hour lights-out initiative began in Sydney, Australia in 2007 as an awareness-raising exercise. By 2009 3,000 cities and towns in more than 80 countries got involved with lights going out in 66 national capitals and 9 of the 10 most populated metropolises on the planet. Over 800 of the world's most iconic landmarks also went dark last year including the Sydney Opera House, the Eiffel Tower and the Pyramids of Giza. Here in Scotland, 19 local authorities, 200 schools and over one hundred businesses and organisations joined in by switching their lights off for one hour in a graphic demonstration of support for determined international action on climate change. Some of Scotland's most iconic landmarks went dark including Edinburgh Castle, the Forth Bridge, Eilean Donan Castle, Glasgow's Clyde Arc (Squinty Bridge) and the Scottish Parliament.

Footage of what happened last year
<http://www.youtube.com/watch?v=FclMfzjwug>

[2] A record 21 Scottish Local Authorities have signed up so far:
Aberdeen, Aberdeenshire, Angus, Comhairle nan Eilean Siar, Dumfries and Galloway, East Dunbartonshire, East Lothian, Edinburgh, East Ayrshire, Fife, Glasgow, Highland, Midlothian, North Ayrshire, North Lanarkshire, Perth and Kinross, Renfrewshire, South Ayrshire, South Lanarkshire, Stirling, West Dunbartonshire

[3] WWF engages all kinds of business sectors in different ways to drive climate-safe business models and to accelerate moves towards a low-carbon economy.

WWF-UK works with businesses to look beyond their own operations and manage their wider environmental impacts. Support is needed for new business models that thrive on delivering energy efficiency measures in the home, replacing less necessary business flights with state-of-the-art video conferencing, editing out high carbon products and the like.

WWF's partnerships with many businesses, including the likes of HSBC and M&S, seek to play a part in tackling climate change. WWF also has various initiatives with different business sectors looking at opportunities within low-carbon finance, carbon savings through better food consumption and production, energy services models within the power sector, and the provision of more sustainable mobility.

[4] WWF Scotland is part of Stop Climate Chaos Scotland, an alliance of development, environment and civil society groups aiming for tougher action to reduce emissions <http://stopclimatechaosscotland.org>

For further information, please contact:
<Add in contact name>, tel:(Add in here), email:(Add in here)