

Press release

For Immediate Release: (Add date in here)

(Name of local group or organisation) signs up to WWF's Earth Hour

(Add in name of local group or organisation and location) is supporting WWF's Earth Hour, an epic global event taking place on **Saturday 27th March 2010, between 8.30-9.30pm**. The initiative, which aims to be the largest mass global action on climate change ever, is asking people, communities, businesses and cities around the world to switch off their lights for one hour with the aim of sending a powerful signal to global leaders, that they must take urgent action to tackle climate change.

(Name of local group or organisation) joins other local groups and organisations across Scotland in signing up to WWF's Earth Hour by helping to highlight this extraordinary event. WWF has produced a range of resources available to local groups including a free resource with a climate change information pack for leaders, activity ideas, Earth Hour challenges and climate change games. (Add in specific info about what the local group or organisation is doing in this section here)

Either - for Youth Groups

Dr Richard Dixon, Director of WWF Scotland said:

"WWF's Earth Hour promises to be a fun, inspiring initiative for youth groups to engage with and we are delighted that (name of local group) is supporting the event. Young people have a key role to play in the fight against climate change as they will potentially inherit the worst impacts of it. The younger generation are a powerful voice in sending a message to world leaders that they want action to safeguard the future of the planet."

Or for Adult Groups

Dr Richard Dixon, Director of WWF Scotland said:

"WWF's Earth Hour promises to be a fun, inspiring initiative for all community groups to engage with and we are delighted that (name of local group) is supporting the event. Communities have a key role to play in the fight against climate change as they are able to make a considerable impact on reducing carbon emissions from our homes and meeting places. Local community groups have a powerful voice in sending a message to world leaders that they want action to safeguard the future of the planet."

- ends -

[1] For more information about WWF's Earth Hour
<http://www.wwfscotland.org.uk/earthhour>



President: HRH Princess Alexandra,
the Hon Lady Ogilvy KG, GCVO
Chair: Ed Smith
Chief Executive: David Nussbaum

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In 2009 in Scotland, 19 local authorities, 200 schools and over one hundred businesses and organisations took part 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 also went dark including Edinburgh Castle, the Forth Bridge, Eilean Donan Castle, Inverness Castle, Stirling Castle, the Wallace Monument, Glasgow's Clyde Arc (Squinty bridge) and Armadillo, the Falkirk Wheel, RRS Discovery in Dundee and the Scottish Parliament.

[2] 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)