



EARTH HOUR

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Join the World and Celebrate Earth Hour

At 8 p.m. on March 29, the world will turn off its lights for just one hour – Earth Hour – to show it's possible to take action on climate change. Switching off your lights is just one simple action that you can take to help make a difference and it sends a powerful message that we care about our planet.

Last year, WWF-Australia pioneered Earth Hour and it was a huge success! Almost 2.3 million Sydney-siders participated – including more than 2,100 businesses – resulting in a 10 per cent reduction on the electrical grid, saving 25,000 tonnes of carbon dioxide - the equivalent of taking about 50,000 cars off the road for an hour.

This year, WWF-Canada has partnered with the Toronto Star, City of Toronto and Virgin Mobile to bring Earth Hour to Toronto, but we need your to help make it happen. Earth Hour has the full support of these partners including Toronto Mayor, David Miller, Toronto Hydro, as well as city and emergency services.

Why participate:

Climate change is the biggest environmental threat to our planet and the number one concern for Canadians. We are already seeing its impact. Participating in Earth Hour is a simple way to show that you want to be a part of the solution and sends a powerful message to others that, together, we can make a difference.

There are simple actions people can take everyday to reduce their greenhouse gas emissions – in many cases these changes will also save them money. Earth Hour is a simple way to either start taking action or to celebrate the actions you are already taking to help fight climate change.

Objectives:

- Get as many individuals, households, and businesses as possible to turn off their lights as a symbolic statement that now is the time to take action on climate change
- Educate the community on the threat of climate change and what each individual and business can do to make a difference everyday
- Get corporate participants to commit to turning off their lights and communicate Earth Hour through internal and external communications channels
- Measure the change in Toronto's energy and greenhouse gas savings



wwf.ca/EarthHour

What you can do:

1. Sign-up for Earth Hour at wwf.ca/EarthHour and commit to turn off your lights on March 29 at 8 p.m.
2. Promote Earth Hour to your friends and/or employees
3. Consider what else can be done within the your home and workplace to drive change in behaviour and practices to reduce greenhouse gas emissions.

One hour is not enough

We also recognize that while Earth Hour is a great way for people to learn about climate change and do something to help – it needs to be part of something bigger, something that is longer than one hour.

That's why WWF-Canada has created "The Good Life." The Good Life is a community-based, action-oriented campaign to enable and encourage Canadians to make changes in their everyday lives to reduce their environmental footprint. This will include a range of actions from easy to hard – for everyone who wants to live more "green".

Unlike other websites that calculate your footprint, our website will tabulate each individual's total actions taken and the carbon emissions they have saved by taking those actions (even retroactively). This way people can see how their actions are having positive impacts. They can even compare with friends or challenge friends to a carbon saving contest! The website will also tally the total actions and carbon saved per province and across the country, so people can see the effect we all have together and that they are part of something much bigger.

All cities participating in Earth Hour:

- Aalborg, Denmark
- Aarhus, Denmark
- Adelaide, Australia
- Brisbane, Australia
- Canberra, Australia
- Chicago, USA
- Christchurch, New Zealand
- Copenhagen, Denmark
- Haifa, Israel
- Manila, Philippines
- Melbourne, Australia
- Odense, Denmark
- Perth, Australia
- Suva, Fiji
- Sydney, Australia
- Tel Aviv, Israel
- Toronto, Canada