

THE EARTH HOUR APPROACHES: GET READY!



Protecting the environment has become one of the most crucial campaigns around the globe. More and more scientists, organizations and initiatives are fighting to raise the alarm and make the wider public understand that if we all remain passive our world as we know it will inevitably change. While governments are trying to find a compromise between what is right and what is profitable for them, some take real action. **The World Wildlife Fund** is calling out to the world for a little favor which presents a great help, when enough people respond.

The Earth Hour initiative started in 2007 in Australia. The idea is simple enough - turn off all lights for one hour and save massive amounts of energy. Homes, pubs, restaurants, businesses - all are more than welcome to take part in the project.

WWF managed to gain the much desired attention and awareness and in 2008, some 50 million people switched off their lights at Earth Hour - the Golden Gate Bridge in San Francisco, the grand Colosseum in Rome, and the Opera House in Sydney are only a few examples of major landmarks that became part of the Earth Hour.

On **March 28th 2009** at 8:30 pm (CET) the Earth will once again go dark for one hour. Cities all over the world have committed themselves: Moscow, Los Angeles, London, Hong Kong, Sydney, Rome, Manila, Oslo, Cape Town, Warsaw, Lisbon, Singapore, Istanbul, Mexico City, Toronto, Dubai and Copenhagen are all willing to join.

Cutting emissions is one of the goals WWF is hoping to achieve - and the time is right. In December 2009, world leaders are to meet in Copenhagen to negotiate the new deal on climate change. A massive participation in Earth Hour will be a strong enough tool to convince the world leaders that their decisions are closely watched. A romantic candle-light dinner in exchange for a healthier Earth - that is no sacrifice at all. Please, join the initiative and tell your friends, it is for a great cause!

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