



## PRESS RELEASE

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### Earth Hour 2015

28th March

8:30-9:30pm Local Time

Earth Hour is a global environmental movement of WWF that mobilises hundreds of millions of people to make a difference for the planet. Its core vision is to create environmental impact by utilising the power of the crowd.

Every March, Earth Hour celebrates the symbolic "lights off" hour; which has grown from a one city initiative to a mass global event, involving more than 162 countries and 7000 cities and towns. The movement is collectively supported by millions of individuals, organisations and governments.

WWF's Earth Hour takes on its biggest challenge ever this year by strengthening focus on the globe's main environmental challenge - climate change. As the opportunity for action on climate change peaks in 2015, the world's largest grassroots movement will raise its voice to change climate change. The ninth edition of Earth Hour rolls across the globe at 8:30 pm on Saturday, 28 March 2015, only months before a new global climate deal is expected to be agreed.

During this weekend Gibraltar will also be taking part. The Gibraltar Electricity Authority will be switching off the illuminating lights of the Rock Face and Moorish Castle but everyone can get involved! How? There are many things anyone could do to show their support; turning off the lights is just the beginning! Holding picnics or dinners in the dark with families and friends, recycling activities, jogging or cycling in nature spaces, watching and screening climate change-related films or even staging flash mobs....all are fun and easy ways you can use your power to express your support for Earth Hour.

Switching off and other energy efficiency actions reduce pollution and save power and money. Remember - Every Action Counts.