



## HOW CAN YOU BE A PART OF THE EARTH HOUR GLOBAL EVENT?

At **8:30 PM** on **28 March 2009**, cities and towns all over the world will switch off their lights for one hour—**EARTH HOUR**—sending a powerful global message that it is possible to take action on global warming.

You can help and participate in this global call to action on global warming by **switching off your lights** during **Earth Hour**, and do more by getting more and more people to make a difference on climate change.

### For Local Government Units:

- Switch off lights in major thoroughfares and landmarks in your areas of jurisdiction during Earth Hour, if and when possible.
- Mobilize your communities to switch off their lights in their households.
- Mobilize stakeholders in organizing Earth Hour events in your city or community.

### For Businesses:

- Switch off your corporate signages and/or majority or all of the lights at your headquarters and facilities during Earth Hour.
- Encourage your employees to switch off lights in their households during Earth Hour.
- Place standard Earth Hour banners/streamers in your building facade and facilities that are seen or accessed by the public as part of awareness building.
- Use your communication channels to promote Earth Hour.

### For the Church/NGOs/Civil Society/Academe:

- Encourage your networks and communities to switch off the lights in their households during Earth Hour.
- Mobilize your networks and communities to participate at the Earth Hour Countdown Event to be held at the SM Mall of Asia on March 28, 2009, from 7:00 PM to 10:00 PM.
- Organize your own Earth Hour event in your community or locality to widen the reach of the campaign, and relate this event with your own environmental programs and other advocacies.
- Use various communication channels to promote Earth Hour.

**Earth Hour** is a major call to action for every individual, community, business, and government to act and ensure a sustainable future. Join us as we unite with the world in taking a stand on global warming.

For more information, please visit <http://www.earthhour.org>.