



Earth Hour Atlanta 2010 Calls for Lasting Impact

ATLANTA, February 19, 2010 – Atlanta’s skyline will join buildings around the globe for World Wildlife Fund’s (WWF) annual Earth Hour by turning off non-essential lights on Saturday, March 27, at 8:30 p.m. local time. For 2010, Earth Hour Atlanta seeks metro area commitments to surpass previous participation and to make a lasting impact on energy savings.

The annual global event organized by WWF is held on the last Saturday of March. Households and businesses are asked to do something quite simple—turn off lights for one hour in a call for action on climate change. The collective actions demonstrate what can be accomplished when working together to protect the planet for future generations. Earth Hour 2009 gained support from nearly one billion people in 4,100 cities in 87 countries.

Energy savings affect water supply, air quality and economic development, all critical issues for Atlanta. “Our goal this year is to provide more ways for people to participate in Atlanta and learn what they can do beyond Earth Hour to make our communities more sustainable,” said Executive Director of Sustainable Atlanta Lynnette Young.

Earth Hour metrics are based on commitments made at www.myearthhour.org. To list a building—business, church, school, university, government—add it after entering your name when pledging. More than 400 buildings participated in the 2009 metro Atlanta effort. “The momentum built over the last two years is certainly evident in the interest in participation we have across the City of Atlanta. We are committed to reducing our energy consumption at this hour, on this day; and throughout the year in city facilities,” said Director of Sustainability, City of Atlanta Mandy Mahoney.

Earth Hour Atlanta’s volunteer executive steering committee includes Mahoney with Townsend Bailey, Sustainable Atlanta; Derek Jacoby, Jacoby Group; Ryan Hattaway, ecosystM.org; Jeff Dinkle, Eco Custom Homes; Karen Raymer, Waldenour; Sunni Hickman, Creaxion; Beth Bond, Southeast Green; and Ciannat Howett, Emory University.

The “go-to” web site for local information on Earth Hour Atlanta is www.SoutheastGreen.com with updates posted at www.twitter.com/EarthHourATL. Activities include the Earth Hour Family Fun Festival on Saturday, March 27, at Atlantic Station from 10 a.m. to 3 p.m. Entertainment features the Seed & Feed Marching Abominable, arts and crafts, kids’ parade, environmentally conscious vendors and children’s poster contest winners.

WWF and The Sydney Morning Herald conceived the Earth Hour concept in 2007, when 2.2 million Sydney residents turned off all non-essential lights. Visit www.worldwildlife.org to learn more.

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Note to Editors:

Follow *Earth Hour* Atlanta on twitter: www.Twitter.com/EarthHourATL

Find Earth Hour Atlanta updates: www.SoutheastGreen.com

National photos and footage: <https://www.myearthhour.org/news/for-media>

Earth Hour 2010 Video: <https://www.myearthhour.org/earth-hour-video>

Graphics: An Earth Hour Atlanta logo

Photos: Promotional images of the Feed & Seed Marching Abominable and Petunia Garner who will be at the Earth Hour Family Fun Festival are available.

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