



Press Release

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From: Greenrock
To: ALL Media

On 28 March 2009, hundreds of millions of people in over 4,100 cities and towns in 87 countries throughout the world turned off their lights for Earth Hour, making it the largest climate action in history. The first open-source campaign of its kind continues to gain support of individuals, corporations, community groups and governments. Earth Hour 2010 is likely to spread into new markets and be given increased priority and support both inside and outside the WWF network.

Last December, world leaders gathered at the UN's Climate Summit in Copenhagen to decide on a post-Kyoto climate deal. The Copenhagen COP15 summit did not produce a Fair, Ambitious or Legally binding treaty.

We are also in a current political situation of growing tensions between US and China, a fierce battle between developing vs. developed nations and a global economy beginning to show slow signs of recovery from the GFC.

Earth Hour must therefore differentiate itself from other climate campaigns. It needs to highlight and encourage leadership in all sectors, including individuals, businesses and governments. Earth Hour needs to **give power back to the people**, it needs to offer solutions through civic leadership and actions, it needs to be proactively optimistic and above all, put a smile on people's faces.

Key activities Greenrock plans to do this year:

- Get as many businesses, organizations, homes, and schools to switch off their lights and any other unnecessary power for one hour, Saturday 27 March at 8:30 pm
- Host a public gathering in Hamilton at Pier 6 Shed on Front Street from 7 to 10 pm.
- Go to every school and give a 10 minute presentation on EH and to answer any questions
- Create a student challenge with prizes to get as many students to post their comments with pictures or drawings on what they had done to participate in Earth Hour
- Encouraging restaurants and retailers to place Earth Hour Decals in their windows stating they will be participating in Earth Hour by turning down or turning off their lights

Andrew Vaucrosson, President of Greenrock states, "Earth Hour aims to reach new audiences, outside of the traditional conservation community, to mobilize a broader cross-section of society and build on the growing awareness of environmental accountability for individual actions. Earth Hour provides an annual point of reference to educate people on the simple changes they can make in taking the first steps towards a sustainable lifestyle -- changing light bulbs, turning off standby power, turning the thermostat up in summer and down in winter, using green power -- while giving them a chance to be part of a powerful global call to action."

“Never has there been a more important time or better opportunity for the people of the world to stand up and take the matter of climate change into their own hands. Earth Hour brings together communities, businesses and individuals to show world leaders and, more importantly, show each other, that a resolution to global warming is possible if we work on it together. It’s time to show the world what can be done,” says **Earth Hour Co-Founder and Executive Director, Andy Ridley**.

ACE Group, Title Sponsor for Earth Hour 2010, Amy Shillingford, Director of Bermuda Communications for ACE said, “ACE is proud to support Greenrock with this important environmental initiative. Earth Hour is by far one of the most impactful ways to promote energy conservation and bring awareness to climate change. Climate change affects everyone – our customers, our employees and their families, and our shareholders. That’s why ACE is focused on the implications of climate change for all areas of our business and is taking action across the Company, internally and externally, to make a positive and lasting difference. Turning off your lights for one-hour is a simple request; yet it sends a powerful message - safeguarding our planet is everyone’s responsibility.”

BELCO Executive Vice President, Andrew Parsons said, “We are again pleased to participate in this Island-wide event by monitoring electricity usage during the hour. We are, however, mindful that Earth Hour is about much more than just how many lights are turned off. It’s about creating environmental awareness and getting people involved. We encourage all of Bermuda to embrace the spirit of Earth Hour beyond the

PLEASE NOTE: On April 7th, results of the EH10 Bermuda activity will be released to the media by Greenrock. This will give us and WWF time to gather and access this event.

For more information on Greenrock, visit our website – www.greenrock.org or contact: Stephanie Lima at info@greenrock.org or call 747-7625

Greenrock is a registered Bermuda Charity focused on sustainable development. We act as a **catalyst** (an agency for meaningful change), working with the public and private sector in order to create sustainable solutions. We encourage individuals, communities, and companies to join this movement by showing them how a sustainable state of living in Bermuda is good for all of us from an economic, social, and environmental perspective - the triple bottom-line. In this way, we are **'Changing the Mindset'** in Bermuda.

'Earth Hour' is endorsed by the following groups in Bermuda

