



Press Release

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From: Greenrock
To: ALL Media

As of March 15th, 105 countries have registered with WWF network pledging to turn off their lights for Earth Hour, Bermuda will be amongst these countries being counted. **On March 27th, Saturday, at 8:30 pm to 9:30 pm**, we are asking our government, companies, organizations, and homes to shut off their lights and any other unnecessary power for just ONE HOUR as a way to join this global campaign to help educate and promote action when it comes to climate change.

Greenrock welcomes families, friends and groups to come out and celebrate Earth Hour in Hamilton on Saturday, March 27th. We will be hosting a free, public gathering with food vendors, entertainment, and an ideal location (Pier 6 Shed on Front Street across from the old Beach Restaurant) to watch Hamilton go dark between during Earth Hour. We open the doors at 7 pm and will keep you entertained until 10 pm.

Other activities Greenrock is doing this year:

- Go to every school and give a 10 minute presentation on EH and to answer any questions
- Created 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**.

Charles Brown, Director of the Sustainable Development Unit said, “The Sustainable Development Unit fully supports Earth Hour and urges the public to participate in this important global initiative. Earth Hour is a symbolic campaign designed to encourage people to think about how their current energy consumption affects the well being of future generations and inspire them to change the way we think about our consumption and how we are affecting our sustainability.”

U.S. Consul General Grace Shelton said, “I salute Greenrock for spearheading Earth Hour 2010 in Bermuda and raising the community’s awareness that we must protect our world from climate change. Let us here in Bermuda show our support by turning off our lights for one hour on the 27th. But let’s not stop there - let’s show our sustained support by cutting back on our energy use every day.”

“**The Department of Energy** encourages residents to adopt energy conservation measures during Earth Hour and to continue to practice such measures into the future. Energy conservation is a simple yet cost effective way for residents to reduce their energy consumption and supports the Department of Energy’s strategic goals of reducing fossil fuel dependency as well as encouraging greenhouse gas emissions reductions related to energy use in Bermuda.”

ACE Group, Platinum 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.”

President of Chamber of Commerce, Stephen Todd states, “The Bermuda Chamber of Commerce is pleased to once again support the Earth Hour initiative, and we encourage our member business organizations, as well as the community at large to actively participate in this important initiative, by turning off any non-essential lights and power sources as a clear statement of support for Earth Hour and the ongoing efforts of Greenrock to promote energy conservation and positive climate change.”

The Bermuda Facilities Management Association (BFMA) states, “We encourage Building Owners and Facility Managers to participate in Earth Hour, not just to be good corporate citizens but because anything to achieve energy savings is good property management. The arrangements that a manager makes for Earth Hour causes him or her to look at lighting, mechanical equipment, security, operations, etc. and that may result in actions that can be taken beyond Earth Hour to be continued throughout the year. It is a worthwhile endeavor!”

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 one hour by using energy efficiently and making other changes to live ‘greener’ lives.”

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

