



Press Release

Date: April 16, 2009, 3:30 pm
From: Greenrock
To: ALL Media

Before (Front St., Hamilton, Bermuda)



After



Andrew Vaucrosson, President of Greenrock, stated, “We are pleased with the way Bermuda participated in this year’s Earth Hour event. Large areas of Hamilton and several parishes faded into darkness for that one hour. This truly shows that Bermuda cares about global climate change and is willing to cast their vote by shutting off their lights and be a partner in this global campaign.”

“As a community, if we all act together, we can make positive changes to the way we contribute to global climate change. Like anything new, Earth Hour was not immune from local challenges or cynicism. Yet, if you look at what has been done compared to last year, we have raised the bar and look forward to raising it even further in 2010.”

In a YouTube Thank You video address, **Andy Riley, Executive Director of Earth Hour Global** stated unofficially that 2009 Earth Hour participation extended to over 4,080 cities and towns in over 88 countries. This is a huge increase to what was done in 2008 when participation was just over 370 cities in 33 counties.

The focus of this event is symbolic in that by turning you lights off (or any unnecessary power) you agree that energy conservation is one way YOU, as an individual, help reduce your impact on global climate change. If you’re wondering what the non-symbolic impact of this hour was, here are the total and per-capita drops in energy consumption where reported across the globe:

Location	Population	Energy (MWh)	Per Capita (Wh)
Greece	11,216,708	484	43.15
Chicago	2,836,658	100	35.25
Delhi	11,954,217	275 (approx.)	23.00
Australia	21,714,000	309	14.23
Columbia, MS	99,174	1.27	12.81
Ireland	5,981,448	70	11.70
New York City	8,274,527	65	7.86
Bermuda	66,536	0.5	7.52
Philippines	97,976,603	611	6.27
Vietnam	86,116,559	140	1.63
Coromandel Peninsula, NZ	~700,000	1.057	1.51

“According to Google Analytics™,” **Dave Zuill, Greenrock’s Web Master**, “from March 15th up to March 29th, we had just over 2,000 unique visits to our Earth Hour Bermuda site. What’s interesting is that 34% of these visitors were based in Bermuda, 42% were from North America (US, Canada, and Mexico) and the remaining 24% was spread out amongst Latin American and European countries. 60% came to the site directly whereas 31% was from referral sites like Greenrock or WWF’s Earth Hour global site.”

“More importantly,” **states Andrew Vaucrosson**, “Greenrock has created an on-line survey called **Your View** which allows us to capture answers on 10 multiple choice questions. We have had close to 200 people participate in this survey and we are hoping to get more. Plus, we are encouraging people to post their comments, photos and images on our Earth Hour site so that we can **Share Earth Hour** with others locally and internationally.”

Before (Parliament & Cabinet Buildings, Hamilton)



After



Without the generous financial support of several companies and the Bermuda Government, Greenrock would not have been able to create this successful awareness campaign. We would also like to thank the schools, churches, and companies who decided to participate in this year's event. And most importantly, we would like to state a special thank you to the Corporation of Hamilton and those companies like Bacardi, Waterfront Properties (and their tenants), HSBC Bank of Bermuda, Butterfield, ACE Limited, RBYC, and the various individual's in Government who helped make the City of Hamilton dark during Earth Hour.

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



MAKING THE CONNECTION
**SUSTAINABLE
DEVELOPMENT**



GOVERNMENT OF BERMUDA
The Cabinet Office



The Corporation of St. George's



PLEASE NOTE: On April 16th, results of the EH09 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: Rowan Hallett 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.