

March 1, 2010

Dear Participant,

Re: Earth Hour 2010 on March 27th (Saturday) from 8:30-9:30 pm

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.

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.

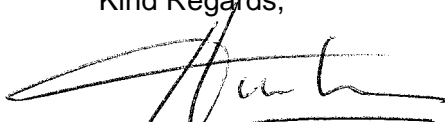
Key activities Greenrock plans to do this year:

- 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

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.

Attached is our **Participant Package** -- please help us spread the word.

Kind Regards,



Andrew Vaucrosson
President

PUBLIC GATHERING • PIER 6 SHED • 7-10pm



TM

EARTH HOUR

MARCH

2

7

8:30 PM

**Join a Global revolution
against climate change.**

Global Warming is the greatest threat we have ever faced. Join Earth Hour™. Shut off your lights and any other power for 60 minutes at 8:30 pm on March 27, 2010.

**ONE HOUR, NO POWER.
LET'S ACT TOGETHER.**

Greenrock.org

Changing the Mindset



BACARDI LIMITED



PartnerRe



committed to Earth Hour

www.greenrock.org



Student Challenge

Draw a picture or take a photograph of the creative way you, your family and/or friends spent Earth Hour 2010. Send to Greenrock by April 1st to be eligible for a prize.

All submission **must be dropped off at City Hall or posted on** Greenrock/Earth Hour 2010 site by April 1st (Thursday)

RULES:

Encourage everyone to switch off your lights for one hour, Saturday 27 March 8:30 pm

- Submissions can be either a photo or drawing.
 - Digital photos or scanned in drawings can be posted on-line at Greenrock's Earth Hour website – <http://www.greenrock.org/EarthHour2010/> select the tab on the Home Page called, 'Share Earth Hour'
 - Hardcopy pictures and drawings can be dropped of in the Earth Hour Box at City Hall, Hamilton
- Each submission must be accompanied by a note. The Note should explain how they participated in Earth Hour 2010 and should not be longer than 100 words.
 - For digital submissions, when posting your image, there is a text box that you can type in your Note.
 - ALL submissions must clearly state: students name, age and school they attend. It must also include their parents name, telephone number(s) and email address for contact purposes.

JUDGING AND PRIZES:

- Entries will be arranged based on four age bands:
 - Ages 5 to 6
 - Ages 7 to 10
 - Ages 11 to 13
 - Ages 14 to 18
- There will be four (4) prizes for each age category
- Each submission will be judged by the Earth Hour Implementation and Planning Council on the unique way how you participated in Earth Hour and how creative you are in capturing the essence of this event.
- Winners will be announced in the Press on April 7th and will be contacted individually to collect the prize. A group photo will be taken of the winners and used by Greenrock for Earth Hour promotions.

DEADLINE: April 1st – 4:30 pm

All submissions must be posted on to Greenrock's Earth Hour site OR dropped off in the Earth Hour Box at City Hall, Hamilton

PUBLIC GATHERING: Pier 6 Shed, Front Street, Hamilton – March 27th 7 to 10 pm

The first 250 people who attend this event which is being hosted by Greenrock will receive the following battery less flashlight (as supplies last):





Participant Questionnaire

(Completed questionnaire – fax to: 238.3000, or email to info@greenrock.org or call us for pick up: 747.7625)
Please participate in turning your lights off from 8:30 to 9:30 pm on March 27th (Saturday)

1. CONTACT NAME: _____

2. ORGANIZATION/BUSINESS/SCHOOL (O/B/S) NAME:

3. O/B/S ADDRESS:

4. SPECIFICALLY, WHAT LIGHTS WILL BE TURNED OFF DURING EARTH HOUR: _____

5. WHEN WILL THESE LIGHTS BE TURNED OFF? _____

6. WHO WILL BE RESPONSIBLE FOR TURNING THEM OFF?

7. WILL CLEANING STAFF BE IN YOUR LOCATION ON THE NIGHT OF MARCH 27 (SATURDAY)?

- IF YES – HAVE THEY BEEN INFORMED OF EARTH HOUR? _____

8. NAME AND TITLE OF NIGHT-OF CONTACT:

9. CELL PHONE # OF NIGHT-OF CONTACT:

10. EMAIL OF NIGHT-OF CONTACT:

11. DO YOU HAVE ANY QUESTIONS OR CONCERNS REGARDING YOUR PARTICIPATION IN EARTH HOUR?

Pls send it to info@greenrock.org or call us at 747.7625