

March 24, 2015

What are you doing for *Earth Hour*?

Campbell River is powering down in celebration of this year's *Earth Hour*.

"Promoting environmental health is one of Council's strategic priorities, and this year, we're proclaiming March 28 from 8:30 to 9:30 p.m. as Earth Hour in Campbell River," says Mayor Andy Adams. *"More than 7,000 cities and towns participate in this annual lights-out event as a symbolic gesture and to raise awareness that together we can make a difference to our community's sustainability."*

"Energy used in buildings accounts for more than 50 per cent of all energy used in Campbell River. Conserving energy is a goal of our Community Energy and Emissions Plan," says Councilor Wright, who holds the environment portfolio for City Council. *"I will be at home with a good book and bright candle during Earth Hour this year."*

The City of Campbell River will also be taking action to reduce energy use during *Earth Hour*. Many facilities already shut off non-essential lights whenever possible, and the Information Technology Department is exploring simple options to increase the lifespan and efficiency of City electronics to enhance energy savings.

The World Wildlife Fund (WWF) is the leader of the world-wide *Earth Hour Challenge*. In recent years the WWF has initiated campaigns and challenges that spur action beyond the hour. The related *I Will if You Will* and *Earth Hour* challenges have led to global environmental action. The *Earth Hour City Challenge* also recognizes the power of cities to help redirect investment to renewable energy solutions.

How can you participate in *Earth Hour* this year? Take an hour at the end of March to turn off non-essential lights and electronics in your home and business.

You can sign up too, as an individual or as a group or organization, at earthhourcanada.org. If you plan on doing more than turning off your lights and electronics, share it on the Sustainable Campbell River Facebook page. Remember to like the page if you want to receive updates on green-city projects and sustainability initiatives.

Consider the following actions:

1. Turn off all non-essential lights in your home.
2. Turn down your thermostat and unplug all non-essential electronics.
3. Consider completing a home energy evaluation and identify energy improvement options.
4. Consider creating an *I Will If you Will Challenge* for a family member or co-worker. Visit earthhour.org/i-will-if-you-will to join or create a challenge.

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