

March 19, 2018

---

**Turn Off Your Lights for *Earth Hour***

Join the global movement and turn off your lights for Earth Hour this Saturday, March 24 from 8:30 p.m. to 9:30 p.m.

Earth Hour is celebrated each year across the world as an opportunity to raise awareness and take action on global environmental issues. Turning your lights out not only reduces energy use, but also symbolizes the need for individuals and communities to reduce their environmental impacts and tackle pressing issues such as climate change and biodiversity loss.

Earth Hour began in Sydney, Australia in 2007, and now involves 187 countries. Each year hundreds of Campbell Riverites participate in Earth Hour, helping the community to conserve energy.

*“Earth Hour is a timely opportunity to raise awareness about our community’s commitment to sustainability,”* says Mayor Adams. *“Switching off the lights is a symbolic gesture and a reminder that together, and through individual action, we can make it a priority to promote environmental health.”*

To involve the community, City staff visited two classes at École Phoenix Middle School to speak to students about the impact using energy has on the environment and the importance of energy conservation. Students signed pledge sheets to turn off their lights for Earth Hour and identified personal actions they could take to reduce their environmental impacts.

*“We often do not think about the impact our actions can have, but it is important for students to learn about local and global environmental issues and to understand the environmental impact their actions have,”* said Jenna Foster, a teacher at École Phoenix Middle School whose grade six and seven class participated in the City’s Earth Hour activities.

City facilities will also be taking action to reduce their 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.

Do your part on March 24 and turn off non-essential lights and electronics in your home or business for Earth Hour.

Ideas for activities during Earth Hour:

1. Enjoy a romantic candlelight dinner.
2. Tell a spine-chilling ghost story.
3. Play an exciting game of hide and seek.
4. Gather around a beach fire.

###

Contact: Amber Zirnhelt, Long Range Planning & Sustainability Manager

250-286-5797