



March 19, 2014

PUBLIC SERVICE ANNOUNCEMENT – TOWN OF CARRBORO, NC

Climate change is happening all around us and its pace is accelerating. From melting glaciers to increasingly intense weather patterns, climate change is already impacting life on Earth.

In a bold statement of collective concern for our planet, millions and perhaps billions of people around the world will turn off their lights for one hour—Earth Hour—on March 29, 2014 at 8:30 p.m. local time.

Sponsored by World Wildlife Fund, Earth Hour is the largest event of its kind in the world. In 2013, Earth Hour concluded another record sweep around our planet from Samoa on one side of the International Date Line to the Cook Islands on the other, with hundreds of millions again uniting to send a clear message - we are determined to create a sustainable future for our planet. The event was observed in more than 7000 cities, towns and municipalities in more than 150 countries and territories, with many of the world's best known human and natural landmarks going dark as the backdrop to a multitude of "beyond the hour" activities and initiatives generating outcomes for the movement and the planet on which we live.

“What is most important is the ever increasing extent to which Earth Hour’s supporters are participating in or taking actions themselves,” said Earth Hour CEO and Co-Founder, Andy Ridley. “Now in its 7th year, Earth Hour is maturing from its origins as a consciousness raising event in one city, to a global movement that is not just calling for change but is engaging in it.”

The Carrboro Board of Aldermen request that you join our community’s effort to raise awareness of this issue by helping spread the word about Earth Hour between now and March 29th. Ways to spread the word can be found at <http://www.earthhour.org/page/get-involved/spread-word>. Working together, our community can send a strong message that we care and are calling for action to save our planet for future generations.

Additional details are available at www.earthhour.org.

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