



March 18, 2015

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 Earth Hour.

Sponsored by World Wildlife Fund, Earth Hour is the largest event of its kind in the world. In 2014, Earth Hour concluded another record sweep around the globe, with hundreds of millions uniting to send a clear message - we are determined to create a sustainable future for our planet. Showcasing memorable moments and achievements from past Earth Hour events as well as powerful statements from world leaders on the issue of climate change, the Earth Hour 2015 video aims to inspire people with the message to act and ‘use your power to change climate change’. “This is the ninth time the Earth Hour movement will roll across the world. Millions of people will come together to use their power to change climate change and we want to work with them to deliver real solutions for a sustainable future for our planet,” said Sudhanshu Sarronwala, Executive Director, Marketing and Communications WWF International.

In the past eight years, Earth Hour has grown from a symbolic lights-off event in Sydney, Australia to the world’s largest open-sourced environmental campaign mobilizing hundreds of millions of people in more than 7,000 cities and 162 countries and territories.

Earth Hour 2015 will take place on 28th March 2015 between 8:30 and 9:30 P.M. The Carrboro Board of Aldermen request that you join our community’s effort to raise awareness, help spread the word about Earth Hour, and save our planet for future generations.

<http://www.earthhour.org/take-action>

For more information, contact:

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