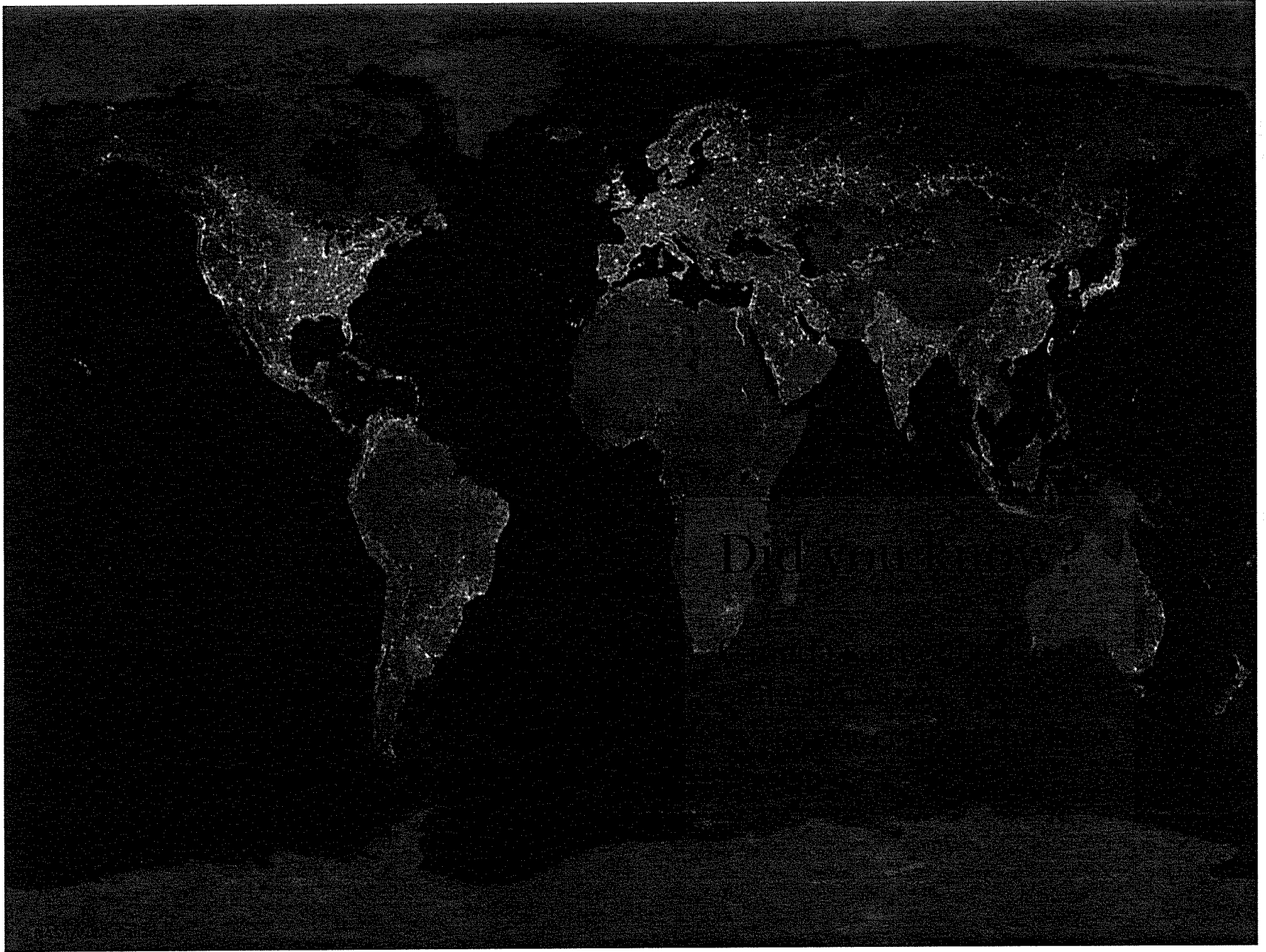


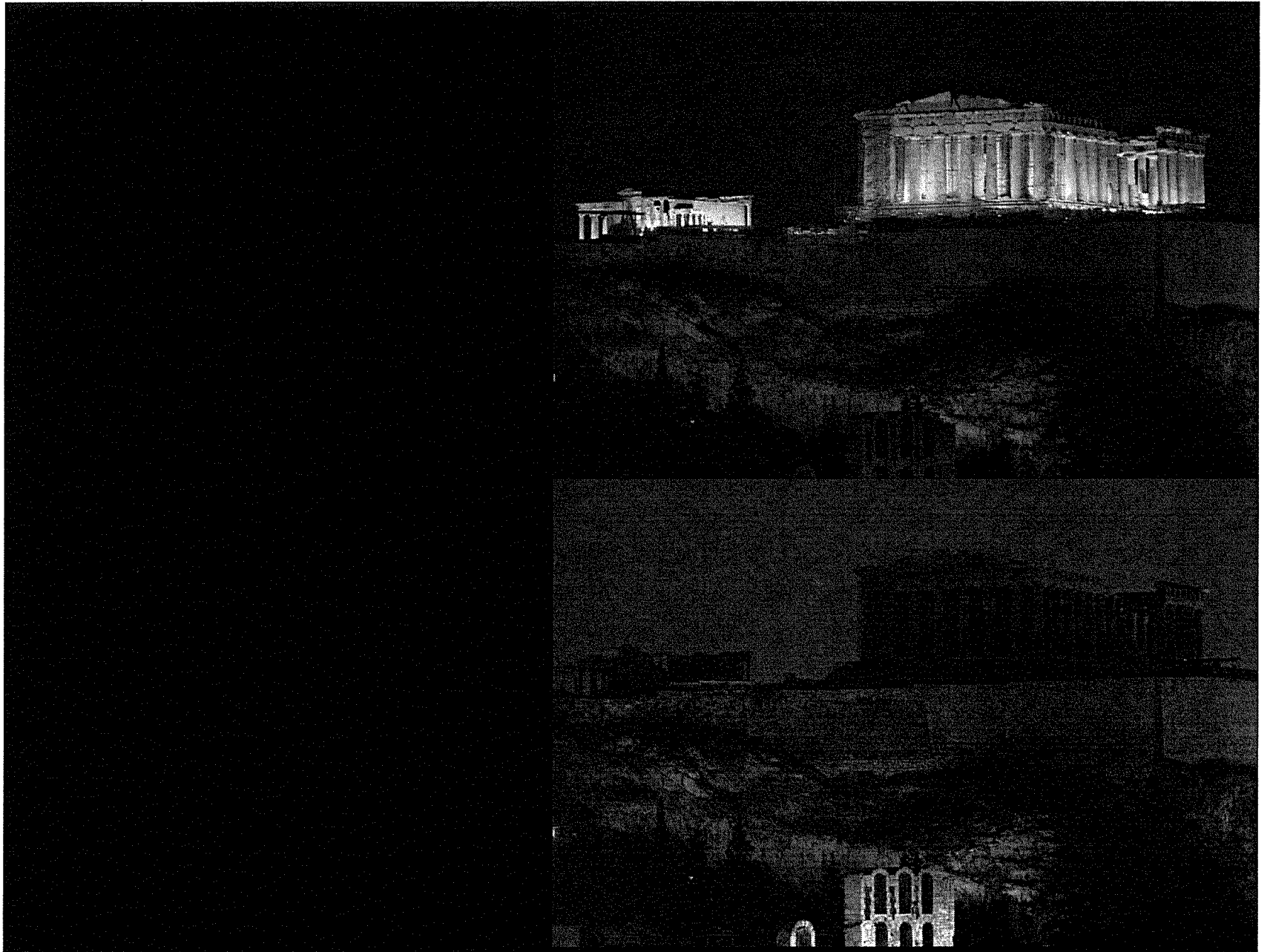


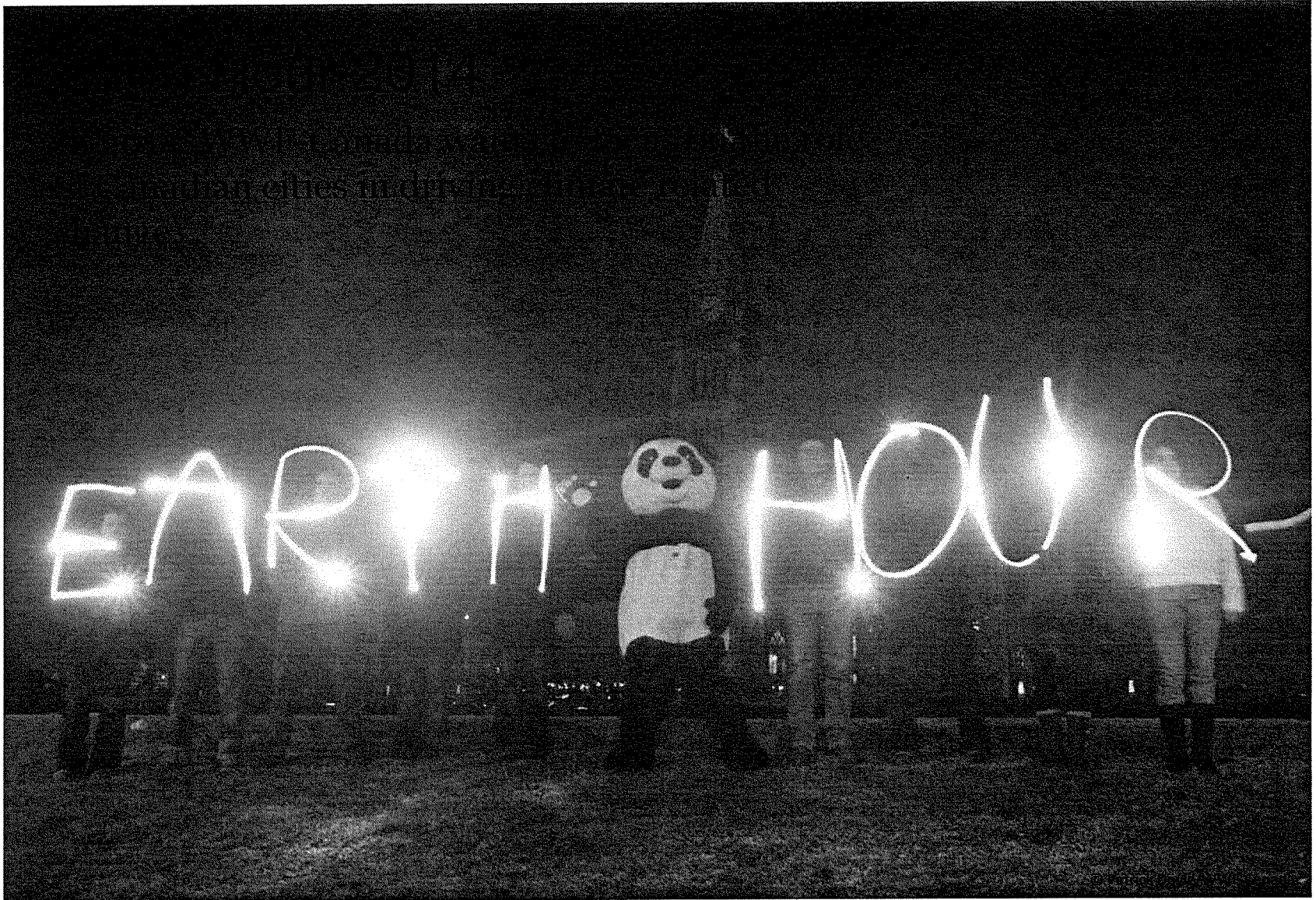
TM

EARTH HOUR

March 29th, 2014
8:30 pm – 9:30 pm





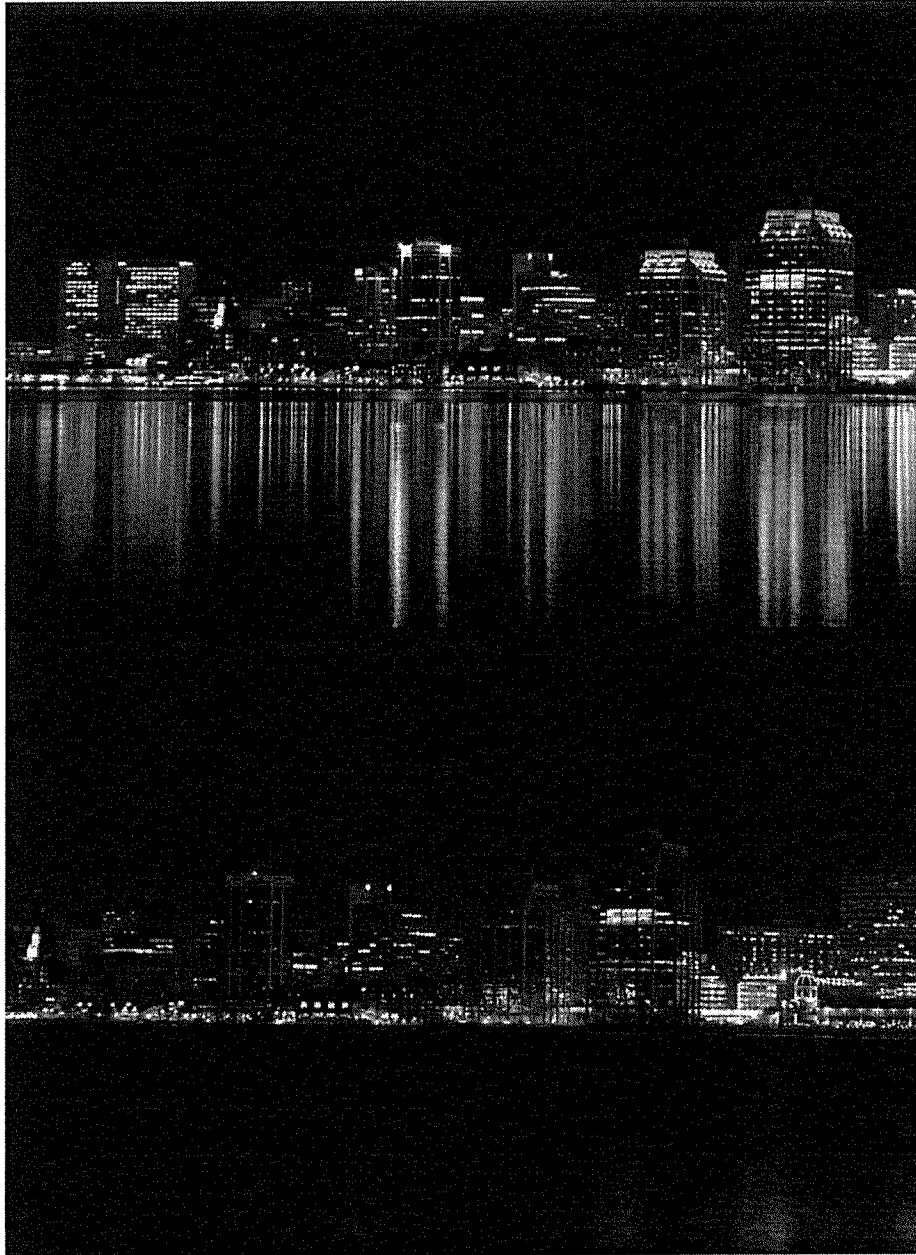




What WWF is doing to build public support for Earth Hour on March 29th:

- National Public Speaking Tour with David Miller, President and CEO of WWF- Canada
- Social media outreach via Facebook, Twitter, Instagram and the Earth Hour website
- Media outreach to secure editorial content and presence in print and radio
- *Moment of Darkness* Campaign: a national creative ad campaign

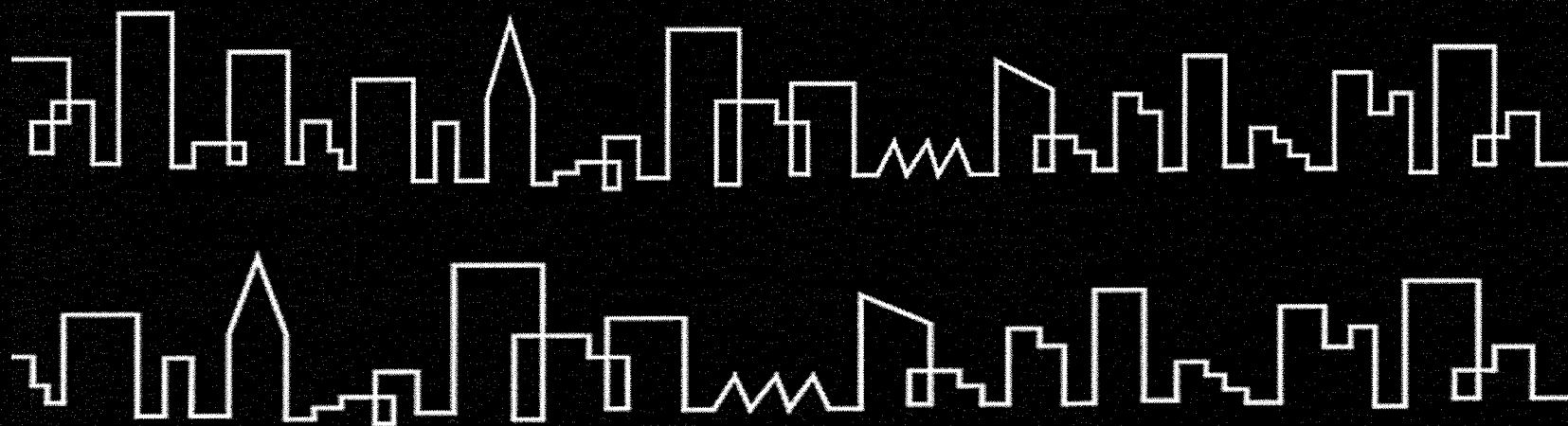




An opportunity for the Halifax Regional Municipality to champion the cause:

- HRM turns out municipal building lights on March 29th
- The city, through its social media networks, newsletters, bulletins, etc, encourages citizens and businesses to participate in Earth Hour
- Mayor Savage submits his own *Moment of Darkness* video to help raise awareness





EARTH HOUR CITY CHALLENGE



60+

MINUTES



In Summary:

- HRM participates in Earth Hour by turning off lights of municipal buildings on March 29th
- HRM promotes participation in Earth Hour through its network and social media
- Mayor Savage submits a *Moment of Darkness* video and Halifax.ca goes 'dark'
- HRM has an opportunity to engage along with the public in an important conversation around climate change during David Miller's Speaking Tour
- HRM takes on the Earth Hour City Challenge in 2015



Earth Hour 2014

Millions +

Hundreds of millions of people around the world unite each year to support this largest grassroots environmental event in history

100% by 2050

Urgent action on climate change is needed and WWF is working to put Canada on a path to **100% renewable energy by 2050**

03/29/2014

Save the Date!
8:30pm - 9:30pm

33 cities

For the 2014 Earth Hour City Challenge, 33 cities from 14 countries world wide were selected as contenders for the Earth Hour Capital title out of 163 entrants

32 per cent

Canada's greenhouse gas emissions, the leading driver of climate change, have increased by **32 per cent in the past 15 years**

Learn more

Visit earthhour.org for more information, reports, and stories from around the world

