**<Insert name of business/ organisation> celebrates WWF’s Earth Hour**

[Business/organisation] is once again proud to be taking part in WWF’s Earth Hour.

Now in its tenth year, [insert business/organisation name] will join thousands of people across Scotland and millions from around the world in switching off their lights for an hour on Saturday 25 March at 8.30pm.

By joining the global celebration, <Insert name of business / organisation> will take part in a symbolic moment to help put a spotlight on the issues facing the planet and to remind us that, together, we have the power to make change happen.

To celebrate the global event, <Insert name of business / organisation> will be < insert details of activity, e.g. the following>:

* Switching off all non-essential lights <in our regional offices, headquarters, signage> at 8.30pm on 19 March for one hour
* Encouraging our <customers/employees/the public > to sign up by <promoting in our offices/through our social media channels etc>
* Organising an Earth Hour event to <engage with the public/customers/staff / to support WWF’s vital conservation work>: <insert details of event>

<Insert spokesperson and business/ organisation name> said: “We’re proud to take part in WWF’s Earth Hour and our <customers/employees> are excited to be involved with such a great and inspiring event. Everyone can make a difference to help protect our planet and we all have a key role to play.”

Lang Banks, director of WWF Scotland said:

“We’re delighted that < [insert business/organisation name]> is again taking part in WWF’s Earth Hour. It’s an opportunity for us all to demonstrate in a simple way that we care about our planet and the impact climate change is having on people and nature across the world.”

Since 2007, WWF’s Earth Hour’s unique display of darkness has become a global phenomenon with hundreds of millions of individuals coming together each year. In 2016, a record-breaking 178 countries and some of world’s most famous buildings including Edinburgh Castle, The Kelpies, Big Ben, Hong Kong’s skyline and the Sydney Harbour Bridge joined the global celebration.

Everyone can join the celebration for WWF’s Earth Hour on Saturday 25 March 2017.For more information and to sign up please visit [**wwfscotland.org.uk/earthhour**](http://www.wwf.org.uk/earthhour)

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*Editor's notes*

About Earth Hour

Earth Hour, organised by WWF, started in Sydney in 2007. Last year a record 178 countries and territories took part in the world’s biggest Earth Hour yet.  Edinburgh Castle, the Kelpies and the Falkirk Wheel, the Sydney Harbour Bridge and Opera House, the world’s tallest building Burj Khalifa in Dubai, South Africa’s Table Mountain, The Acropolis in Athens, The Eiffel Tower in Paris, The Empire State Building and Times Square in New York City, and the Las Vegas Strip were just a few of the world-famous landmarks that joined in.

About WWF

WWF is one of the world’s largest independent conservation organisations, with more than five million supporters and a global network active in more than one hundred countries. Through our engagement with the public, businesses and government, we focus on safeguarding the natural world, creating solutions to the most serious environmental issues facing our planet, so that people and nature thrive.  Find out more about our work, past and present at wwfscotland.org.uk.

Earth Hour in Scotland is supported by players of People’s Postcode Lottery and the Scottish Government.