|  |  |
| --- | --- |
| Press release |  |

<Insert name of school> does <insert activity> in support of WWF’s Earth Hour

*<Insert name of school> got involved in the world’s biggest event to protect the planet by <insert summary of activity>*

<Insert name of school > has supported WWF’s Earth Hour, taking place on **Saturday 24 March** this year, by asking its pupils to make their own promise to protect the planet and <insert details of the activity that took place>.

The hour is marked by famous landmarks and people going ‘lights out’ for 60 minutes, but millions of people across the world will be inspired to take further steps beyond Earth Hour and make a promise to protect our home.

By supporting Earth Hour, <Insert name of school > is playing a vital role in achieving a more sustainable world by showing its pupils the effects of climate change and the things that they can change in their everyday lives to make a difference. Pupils were also asked to make their own promise to take an action to live more sustainably.

In advance of WWF’s Earth Hour, <Insert name of school > also < insert details of activity, e.g. the following>:

* Made an Earth Hour promise tree with each pupil contributing a promise leaf which they added to the tree
* Developed campaign initiatives with the aim of protecting threatened wildlife
* Created futuristic posters, which present climate change as a thing of the past
* Inspired their friends and family to switch off all non-essential lights at 8.30pm on 24 March for one hour

**<Insert name of spokesperson> at <Insert name of school>, said:** “It has been fantastic to see all of our pupils getting involved in our Earth Hour activity and feeling passionate about the planet. It’s essential that young people and future generations feel a connection to the environment and feel empowered to protect it in years to come. Programmes like Earth Hour provide a platform to discuss these issues but also offer solutions and ways in which young people can work together to protect our planet.”

**Cherry Duggan, Head of Schools and Youth at WWF-UK,** said: “We’re currently facing some of the biggest environmental challenges our generation has ever seen. Earth Hour is a great opportunity for young people to learn that everything we do affects the planet we share and shows what we can achieve when we all come together. We want to empower young people to shape the future of our home, so it’s fantastic that <insert name of school> has decided to get involved and we hope it inspires others to do the same.”

WWF’s Earth Hour has become a global phenomenon with millions of individuals coming together to celebrate our planet and promise to protect it. Last year in the UK over 9 million people took part, along with over 6,000 schools, 300 landmarks and thousands of businesses and organisations. Iconic landmarks including Big Ben and Palace of Westminster, Buckingham Palace, Tower Bridge, Blackpool Tower, The Kelpies, Brighton Pier, Cardiff Castle and many more joined the global switch off.

Everyone can be part of WWF’s Earth Hour on Saturday 24 March 2018 from 8.30-9:30pm and there are lots of ways for schools to get involved in the run up to the big event. For more information and to sign up please visit [www.wwf.org.uk/earthhour](http://www.wwf.org.uk/earthhour)

Join in the conversation on Twitter using the hashtag **#EarthHourUK** and our handle, **@wwf\_uk**.

**- ends –**

***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 wwf.org.uk.

***About Earth Hour***

Earth Hour, organised by WWF, is the global event inspiring millions across the world to take part and show they support action to protect our brilliant planet against the effects of climate change. Last year in the UK over 9 million people took part, along with over 6,000 schools, 1,700 youth groups, 300 landmarks and thousands of businesses and organisations. Iconic landmarks including Big Ben and Palace of Westminster, Buckingham Palace, Tower Bridge, Blackpool Tower, The Kelpies, Brighton Pier, Cardiff Castle and many more joined the global switch off. Globally, from Samoa to Tahiti, a record 187 countries and territories took part in the world’s biggest Earth Hour yet. The support for Earth Hour and WWF’s work more broadly has contributed to finding solutions for climate change challenges across the world, including influencing climate policy, pushing for climate-friendly laws and supporting the world’s first Earth Hour forest in Uganda.

Follow WWF-UK on [Facebook](https://www.facebook.com/WWFUnitedKingdom), [Earth Hour Facebook](https://www.facebook.com/EarthHourUK/?fref=ts), [Tiger Facebook](https://www.facebook.com/WWFTiger), [Twitter](https://twitter.com/wwf_uk), [Instagram](https://www.instagram.com/wwf_uk/?hl=en) or [Pinterest](https://www.pinterest.com/wwfuk/)