PRESS RELEASE

EDIT THE COPY BELOW AND MAKE AMMENDMENTS WHERE NEEDED

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| Press Release | **Immediate release / Embargo** |
| **Release date** |

<<Title to include company name and main activity>> for Earth Hour 2018

On Saturday 24 March 2018 at 8.30pm, <<Name>> will be turning off our lights at<<location>> for one hour to support WWF’s Earth Hour. [optional - please delete if not]

<<Name>> will unite with millions of people, communities and landmarks around the world in a global display of commitment to protect our planet.

<<Name>> is also taking action by making a Promise For The Planet to <<details of promise>>. This promise will <<details of impact>>.

Employees were also encouraged to create their own promises to change one thing in their everyday life that will help protect our planet. Their promises range from <<detail of employee promise>> to <<second example>>.

**Anne Meikle, Head of WWF Cymru, said**:

“We’re delighted that ­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is supporting WWF’s Earth Hour again this year. The wildlife we love, from puffins to polar bears, are at risk from the effects of climate change, pollution & over-consumption.

“That’s why this year, as well as switching lights off on 24 March, we’re asking people to take a small step to reduce their impact on the planet

Everyone - individuals, schools and businesses - can make a Promise For The Planet by visiting WWF’s Earth Hour Wales website.”

The local community and partners in <<location>> are encouraged to make their own Promise For The Planet and join the global lights out event for WWF’s Earth Hour on Saturday 24 March at 8.30pm.

<<Company spokesperson>> said:

Join them in showing your support for a brighter, better, more sustainable world. For more information and to make a promise please visit wwf.org.uk/earthhourwales

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**Notes to editors**

Join the conversation on Twitter and Instagram with #EarthHour, #PromiseForThePlanet and by following @wwfcymru

**About Earth Hour**

WWF's Earth Hour is a global movement that unites people to protect the planet.

In 2018 Earth Hour will be held on Saturday 24 March between 8.30pm and 9.30pm. wwf.org.uk/earthhourwales

Promises are new for 2018, where commitment and actions will have an impact beyond the hour. A #PromiseForThePlanet is a small step, but when a collective take this action, we will have long-term impact and benefits for the planet.

**About WWF**

WWF is one of the world's largest independent conservation organizations, with more than five million fans and a global network operating in more than one hundred countries. Through its involvement with the public, businesses and governments, they focus on protecting the world, creating solutions to the most serious environmental problems our planet faces, so that people and nature thrive. Find out more about their work, past and present on wwf.org.uk.

**For more information, contact:**

[Name] | [Job title] [Institution] | [Telephone number] | [E-mail address]