Template Press Release

**<Iconic Building/Landmark>** is a voice for the planet

**<Landmark>** is once again demonstrating its commitment to the environment by joining WWF‘s Earth Hour, the biggest global movement to protect the planet.

By adding its voice for the planet and switching off at 8.30pm on Saturday 30 March, **<Landmark>** is part of the growing worldwide community concerned about the impact climate change is having on people and nature at home and abroad.

**<Landmark>** will be:

•Switching off all non-essential lights **<in our offices, signage, etc>**

•Encouraging our **staff** to sign up

• Organising an Earth Hour event to engage with the community to support WWF’s vital conservation work: **<insert details of event>**

**<Spokesperson of <Landmark>** said:

**“XXX”**

Sam Gardner, acting director of WWF Scotland, said:

“We are very pleased **that <Landmark> is** 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. Nature needs support right now. We must act to reverse the damage and restore the environment. We have the solutions, we just need our voices to be heard. That’s why Earth Hour is so vital – it gives a powerful voice to people everywhere who want to put the world on the path to recovery.

Since 2007, WWF’s Earth Hour’s unique display of darkness has become a global phenomenon. This year, as iconic landmarks, organisations and businesses switch off in solidarity, the spotlight turn the Global Deal for Nature. Everyone can join Earth Hour on Saturday 24 March at 8.30pm and pledge for the planet to demonstrate their commitment and show they care.

For more information and to sign up please visit wwfscotland.org.uk/earthhour and show your support on social media #EarthHourScotland

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Editor's notes

**About Earth Hour**

Earth Hour, organised by WWF, started in Sydney in 2007. A decade on, last

year saw hundreds of millions of individuals from a record 187 countries and

territories take part in the world’s biggest Earth Hour yet.

In Scotland alone, 65 national and local landmarks such as The Kelpies, Edinburgh Castle and Scottish Parliament switched off for Earth Hour. Scotland was the first country on record to gain support from all local authorities, continuing to make its mark on the international Earth Hour map.

**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.