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| Press release |  |

<Insert name of school> promises to take part in WWF’s Earth Hour

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

<Insert name of school > is supporting WWF’s Earth Hour, taking place on **Saturday 28 March** this year, by asking its pupils to make their own promise to protect the planet and taking part in <insert details of your main activity here – this could either be one of our example activities or something you’re organising yourself, e.g. the following:>.

* Making an Earth Hour promise tree with each pupil contributing a promise leaf, which they will add to the tree
* Raising awareness of plastic pollution
* Campaigning for action to tackle climate change
* Discovering small changes in their lunch boxes, can make a difference for the planet
* Inspiring their friends and family to switch off all non-essential lights at 8.30pm on 30 March for one hour

Last year in the UK, over 10 million people took part, along with over 7,000 schools, 400 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 took part in last year’s global event.

**<Insert name of spokesperson> at <Insert name of school>, said:** “Young people are key to protecting the future of our planet, so it’s great to have an event like Earth Hour to help them better understand the importance of living sustainably. We hope that pupils will strengthen their connection with the world around them and consider ways in which they can personally take action and give our world a brighter future.”

**Rosalind Mist, Head of Education and Youth Engagement at WWF-UK,** said: “When we think about the environmental challenges the planet faces, it can seem quite overwhelming. That’s why it’s so important to have an event such as Earth Hour, to show young people that when we all come together, we create a strong voice that can change things for the better. We want to empower young people to shape the future, so it’s fantastic that <insert name of school> has decided to get involved and we hope it inspires others to do the same.”

Everyone can be part of WWF’s Earth Hour on Saturday 28 March 2020 from 8.30-9:30pm and there are lots of ways for schools to get involved in the weeks and days running 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)schools.

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

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***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 action and make a pledge to protect our brilliant planet, our home. Right now we’re facing some of the biggest environmental threats ever seen. We’re the first generation to experience the effects of climate change – and we’re the last to be able to change it. We’re seeing our oceans suffocated by plastic and over-consumption decimate our forests, the lungs of the earth. Earth Hour shows what we can achieve when we all come together. Last year in the UK over 10 million people took part, along with over 7,000 schools, 5,000 youth groups, 400 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 188 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 influenced climate policy, facilitated climate-friendly laws, such as a ban on plastic in the Galapagos Islands and supported the world’s first Earth Hour forest in Uganda.

[www.wwf.org.uk/earthhour](http://www.wwf.org.uk/earthhour)

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