

## Template Press Release

### <Business> fighting for our world this Earth Hour 2020

More people than ever are waking up to the climate crisis and wanting to make a difference. That's why **<Business>** is once again demonstrating its commitment by joining WWF's Earth Hour, the world's largest grassroots movement for the environment.

By switching off at 8.30pm on Saturday 28 March, **<Business>** is joining millions around the globe fighting for our world and being part of the change.

To mark the global event, **<Business>** will be:

- Switching off all non-essential lights **<in our offices/buildings, signage, etc>**
- Encouraging our **<local groups, schools, residents, other businesses, constituency and staff>** to sign up
- Organising an Earth Hour event: **<insert details of event>**

**<Spokesperson of business>** said:

**"XXX"**

Lang Banks, director at WWF Scotland said:

"We are very pleased that **<Business>** is again taking part in WWF's Earth Hour. More and more people are waking up to the climate and nature crisis. Earth Hour is a great opportunity to take an hour out of our busy lives, switch off our lights and just spend time reconnecting with what's important to us. We've pushed species to extinction and messed up our climate. It's time for us all to be part of the change to reverse the damage and restore nature and our environment. Earth Hour gives a powerful voice to people everywhere who want to put the world on the path to recovery."

Notes to Editors

[1]

## **About Earth Hour**

Earth Hour, organised by WWF, started in Sydney in 2007. Over a decade on, last year saw hundreds of millions of individuals in more than 180 countries and territories take part in the world's biggest Earth Hour yet.

In Scotland alone, national and local landmarks such as The Kelpies, Edinburgh Castle and The 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.

For more information and to sign up please visit [wwf.org.uk/scotland/earthhour](http://wwf.org.uk/scotland/earthhour) and show your support on social media [@wwfscotland](https://twitter.com/wwfscotland) [#EarthHourScotland](https://www.facebook.com/wwfscotland)

## **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/who-we-are/scotland](http://wwf.org.uk/who-we-are/scotland)

Earth Hour in Scotland is supported by players of People's Postcode Lottery.

***\*Photos available on request\****