



Media Release

Earth Hour 2012: I Will If You Will

Earth Hour challenges individuals and organisations to throw down the gauntlet and outdo each another in an innovative campaign to drive awareness into action

Singapore, 14 December 2011 – Game on! The Earth Hour 2012 campaign will seek to drive awareness of environmental issues into concrete action with a campaign that invites the everyman to challenge anyone and everyone to do their part with the theme: I Will If You Will.

Led by WWF (the World Wide Fund for Nature), the phenomenal 'lights out' event – Earth Hour 2012 will take place on Saturday 31 March 2012, at 8.30pm. This year's motto – '*I Will If You Will*' – aims to inspire local communities to create their own challenges to undertake sustainable environmental actions that go 'beyond the hour' to preserve and protect the planet.

For Earth Hour 2012, WWF Singapore will encourage the local community, businesses, celebrities, and government agencies to:

- **Switch off** lights for Earth Hour at 8.30pm on Saturday, 31 March 2012 and showcase Singapore's concerted commitment to the planet with the rest of the world.
- **Engage and share their efforts on** social media platforms for Earth Hour by inserting the hashtag **#earthhoursg** when discussing responsible environmental initiatives that have been undertaken.

"We have gained tremendous support from individuals, businesses, organisations and government for the Earth Hour campaign over the past three years in Singapore. And as we kick off the fourth year of Earth Hour, we are confident that greater awareness of the urgency of our mission will lead to more sustained action, and that many people will be motivated to go beyond the hour, to do their bit for a sustainable planet," said Ms Elaine Tan, Chief Executive Officer, WWF Singapore.

She added: "With WWF's new '*I Will If You Will*' motto for Earth Hour 2012, the '*Dare the world to save the planet*' tagline aims to inspire individuals and organisations by pitting them amongst themselves to take on meaningful initiatives to protect the Earth. This will in turn, result in a positive chain reaction, galvanizing more to take urgent action to protect the environment. We want people to make it personal, and understand that they own a stake in ensuring that the planet remains in good health for future generations."

The inaugural Earth Hour event started in 2007 in Sydney, Australia and it has grown into a global climate change movement in which hundreds of millions of people from over 135 nations participate, acknowledging the importance of protecting the Earth and conveying the message to everyone to take responsible action to protect the planet they live in.

In 2011, Earth Hour saw hundreds of millions of people across 135 countries switch off their lights for an hour. In addition to the momentous 'lights out' hour, it marked the start of something new for Earth Hour 2011 – going Beyond the Hour - to commit to lasting action to



fight against climate change. WWF Singapore also encouraged individuals, businesses and organizations to take action and pledge to keep their air conditioning temperature set at 24°C or higher.

- Ends -

About Earth Hour

Earth Hour is a global initiative led by WWF. Individuals, businesses, governments and communities are invited to turn out their lights for one hour on Saturday, 31 March 2012 at 8:30pm to show their support for environmentally sustainable action. The event began in Sydney in 2007, when two million people switched off their lights. By 2011, Earth Hour had created history as the largest voluntary action ever witnessed with participation across 135 countries, including the world's most recognised man-made marvels and natural wonders in a landmark environmental action. It also marked the start of something new – going Beyond the Hour to commit to lasting action on climate change.

About WWF

WWF – World Wide Fund for Nature, is one of the world's largest and most respected independent conservation organisations, with almost five million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

Notes to Editors

- Earth Hour 2012 will take place at 8.30pm, Saturday, 31 March 2012.
- The Earth Hour '60+' logo reflecting the call to go 'beyond the hour' in 2012 can be obtained in hi-res at www.wwf.sg
- For media interview opportunities with:
 - Ms Carine Seror, Director, Corporate Engagement and Earth Hour Campaign Manager, WWF Singapore; or
 - Ms Elaine Tan, CEO, WWF SingaporePlease contact:
Weber Shandwick for WWF Singapore (Earth Hour 2012)
 - Mr Danny Cham, dcham@webershandwick.com, (65) 6825 8044
 - Ms Joyce Chua, joycechua@webershandwick.com, (65) 6825 8084
- Please visit www.wwf.sg where more details on Earth Hour 2012 will be made available.
- Earth Hour 2012 supporting partners are Leo Burnett, MindShare and Weber Shandwick.

