City Encourages Community to Turn off Lights for Earth Hour

Friday, March 30, 2011 For Immediate Release

VICTORIA, BC — This Saturday evening, Victoria will join cities around the world to raise awareness about climate change and energy conservation. The City of Victoria is participating in Earth Hour, a global initiative organized by the World Wildlife Fund to demonstrate what is possible when individuals take action on global warming.

“For the fifth year in a row, the City of Victoria is a proud participant in Earth Hour,” said Mayor Dean Fortin. “I encourage the citizens of Victoria to turn off as many lights as safely possible at home and at work during Earth Hour to show the world how much we care.”

On Saturday, March 30, 2012 from 8:30 p.m. – 9:30 p.m., in addition to normal energy saving practices, staff will be turning off, or down, as many lights in municipal buildings as safely possible. As usual, staff will turn off any unnecessary lights as well as computers and monitors before leaving work for the weekend.

For information on what residents and businesses can do to take part in Earth Hour and to reduce their daily energy consumption, visit: www.victoria.ca/climateaction or sign up to participate at www.EarthHourCanada.org.

Community participation in Earth Hour is one step towards goal of reducing Victoria’s community-wide carbon footprint by 33% by 2020 (from 2007 levels) in accordance with Bill 27.

**How You Can Participate in Earth Hour:** Host a romantic candle-lit dinner or a Power-Down potluck challenging your guests to bring raw food delights, have a family or friends games night by candlelight or have a glow in the dark party.

**Tips on Reducing Your Energy Use and Carbon Footprint:** Walk more, ride a bike, unplug your unused appliances and your chargers when they are finished, wash your clothes in cold water and hang them to dry, install programmable thermostats, change out inefficient lighting, buy energy star appliances and compost, keeping organic waste out of the landfill.

The City of Victoria is also working towards the goal of becoming carbon neutral in our municipal operations by reducing energy use and greenhouse gas emissions through: smarter buildings, greening our fleet, using less energy in street and traffic lights, and reducing waste.

For more information about climate action in Victoria, visit www.victoria.ca/climateaction.

---

For More Information:

Katie Josephson, Director of Communications, 250.361.0210