



Media Release

10th March 2010

Lights out for e'cco bistro in Brisbane

E'cco bistro in Brisbane's CBD is throwing its support behind Earth Hour – an annual event coordinated by WWF-Australia to raise awareness of climate change. The campaign aims to encourage councils, households, schools, businesses and organisations to take practical everyday steps to reduce their environmental footprint.

Along with millions of others around the globe, e'cco bistro will 'power down' for one hour on **Saturday March 27 at 8:30pm** by turning off essential lighting and machines, and unplugging appliances at the power point.

"This is our third year of Earth Hour and we are again looking forward to taking part in this global initiative. It spreads a powerful message that if individuals take small steps, collectively we can make a huge difference in reducing our carbon footprint. Whilst that one hour may not mean much in terms of reducing carbon emissions overall, it is the awareness it raises about how we must make long-term goals for sustainability, that makes this event so important for the world we live in, now and in the future", said Tracey Rayner, manager of e'cco.

Whilst turning off lights and other electronic appliances during Earth Hour is a great first step, the idea is to make a commitment beyond the hour. By making some simple and inexpensive changes in the home or business we can encourage our community to be more energy efficient and environmentally friendly.

"Earth Hour is an opportunity to demonstrate a commitment to tackling climate change," says Greg Bourne, CEO, WWF-Australia. "Earth Hour is driven by citizens and grassroots groups thinking globally and acting locally in the community, and there's plenty of ways for everyone to get involved."

During Earth Hour there are number of ways to take advantage of the dark - events will run in cities, towns and municipalities throughout Australia hosted by local businesses, schools, councils and family and friends at home.

Earth Hour began in Sydney in 2007, when more than 2 million people turned off their lights. Since then participants have grown progressively around the world. In 2009 numbers swelled to hundreds of millions as 4189 cities, in 88 countries as well as many of the world's best know landmarks participated.

It's easy to get involved:

1. Sign up to Earth Hour

Register your home, business, organisation or school to participate in Earth Hour. To register go to www.earthhour.org.au. Signing up is absolutely free and you will be provided with an Earth Hour information pack. This also helps us to track who's in this year.

2. Measure your environmental impact on the planet

WWF is asking everyone to make one Earth Hour resolution to reduce their impact – or 'footprint' - on the planet on an ongoing basis. Measure yours via the footprint calculator at earthhour.org.

3. Turn off the lights!

For one hour, Saturday, 27 March 2010 at 8:30pm.

For more information on how to encourage others to take part in Earth Hour 2010 and collectively reduce Australia's carbon footprint go to:

- [Me, Friends and Families](#)
- [Councils](#)
- [Businesses](#)
- [Schools and Universities](#)

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For Earth Hour information and to measure your environmental footprint, visit www.earthhour.org.au

About Earth Hour

At 8.30 pm on Saturday 27 March, 2010 millions of people around the world will turn off their lights for one hour, Earth Hour, to show that we can all choose to make a difference. WWF-Australia is encouraging everyone to make one commitment for the year to reduce their impact on the environment.

About WWF

WWF-Australia is part of the WWF International Network, the world's largest and most experienced independent conservation organisation. It has close to 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..