



## NEWS RELEASE

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### **THE REGIONAL DISTRICT OF CENTRAL KOOTENAY PARTICIPATES IN AND PROMOTES EARTH HOUR 2010-MARCH 27<sup>TH</sup> 8:30 PM**

RDCK –For the second year in a row residents of the Regional District of Central Kootenay are encouraged to participate in Earth Hour 2010. In 2009 British Columbians saved 72.67 megawatts of electricity from 8:30 to 9:30 p.m., the equivalent of turning off 1.5 million lights. Last year, during Earth Hour 4000 cities in 88 countries officially “switched off” to pledge their support for the planet.

Earth Hour is a global conservation effort of the World Wildlife Fund. Participating in Earth Hour sends a very powerful message to government and world leaders that people want policies and regulations put in place that can achieve meaningful emission reduction to help fight climate change.

“Earth Hour is a symbolic event. Turning off our lights for an hour won’t stop climate change but it does demonstrate that our individual actions are important and do make a big difference”, stated Jim Gustafson, the Chief Administrative Officer for the RDCK. “Earth Hour demonstrates our commitment to the Climate Action Charter pledge to become carbon neutral by 2012”.

Earth Hour 2010 takes place on March 27<sup>th</sup> at 8:30PM. On this date and at this time, citizens, businesses, corporations and governments in the RDCK and around the world are encouraged to turn off all non-essential lights (both inside and out) for a full hour to show their support for action on climate change.

For more information on RDCK climate action initiatives and zero waste programs please visit [www.rdck.bc.ca](http://www.rdck.bc.ca)

Contact: Nicole Ward, Environmental Services Coordinator. **(250) 352.6665**  
or **1.800.268.7325**