

## NEWS RELEASE

Distributed March 27, 2015

### City of Nanaimo to participate in Earth Hour 2015

#### Summary

On Saturday, March 28th at 8:30 pm, the world will turn off its lights for just one hour to show it's possible to take action on climate change. This worldwide event is called Earth Hour. The City of Nanaimo will again participating in this annual event.

Last year, Earth Hour was a huge success with over 7,000 cities, hundreds of landmarks and hundreds of millions of people participating!

This year, the City of Nanaimo is continuing to support this event and raise awareness about what all of us can do, no matter how small, in saving energy and lowering greenhouse gas emissions in our community. Our everyday actions, like turning off unnecessary lights, add up to make a big difference.

Look for the official Earth Hour poster on the screens at Vancouver Island Conference Centre and Diana Krall Plaza. During Earth Hour itself non-essential lighting will be dimmed at the Vancouver Island Conference Centre (VICC) and, to go "beyond the hour", the screens at VICC will be shut off for three days starting late afternoon Friday, March 27.

*Strategic Link:* Environmental Responsibility: Build a more sustainable community.

#### Key Points

- Earth Hour is being held on Saturday, March 28 from 8:30 pm to 9:30 pm.
- Non-essential lighting will be dimmed at the Vancouver Island Conference Centre (VICC) during Earth Hour and the screens at VICC will be shut off for three days starting late afternoon Friday, March 27.
- Official Earth Hour posters will be shown on the screens at Vancouver Island Conference Centre and Diana Krall Plaza.

#### Quotes

"Earth Hour shows how little changes can make big impacts on the environment. Last year Nanaimo residents reduced their power consumption by 1.7 per cent during Earth Hour. Let's work together to further reduce our energy consumption and be among the top communities in BC participating in Earth Hour. Let's go Nanaimo!"

Bill McKay  
Mayor  
City of Nanaimo

#### Quick Facts

- Earth Hour started in Sydney, Australia in 2007 where people were encouraged to turned off lights, TVs and household appliances for one hour to increase awareness of climate change and to educate about little changes that can be made to reduce carbon emissions.
- Last year BC Hydro reported a reduction of one per cent of the provincial electricity load which is the equivalent of turning off 1.4 million light bulbs.

Continued... City of Nanaimo to participate in Earth Hour 2015

**Contact:**

Scott Pamminger  
Infrastructure Planning & Energy Manager  
City of Nanaimo  
scott.pamminger@nanaimo.ca  
250-755-7523



View the online edition for more information - <http://cnan.ca/1ODqgcN>