



Media Release

March 22, 2010

Lights out for Vision Hotel Apartments in Abu Dhabi, UAE

Vision Hotel Apartments in Abu Dhabi is throwing its support behind Earth Hour – an annual event coordinated by WWF to raise awareness of climate change. The campaign aims to encourage councils, households, schools, businesses and organizations to take practical everyday steps to reduce their environmental footprint.

Along with millions of others around the globe, Vision Hotel Apartments 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.

‘The simple act of turning lights off sends a powerful message that if individuals take small steps, collectively we can make a huge difference in reducing our carbon footprint. Mindful of the 2010 Earth Hour motto, ‘Earth Hour, Every Hour’ we’ve committed to long-term goals for sustainability,’” said Richard G. Haddad, General Manager

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.

During Earth Hour there are number of ways to take advantage of the dark -

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. 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 please contact:

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

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- is encouraging everyone to make one commitment for the year to reduce their impact on the environment.

About WWF

WWF is part of the WWF International Network, the world’s largest and most experienced independent conservation organization. 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..