



CITY OF ANN ARBOR, MICHIGAN

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PRESS RELEASE

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ANN ARBOR TO CELEBRATE WORLD “EARTH HOUR” ON MARCH 27, 2010 AT 8:30 P.M.

ANN ARBOR, Mich., March 2, 2010 — The City of Ann Arbor encourages residents and businesses to voluntarily observe a world-wide “Earth Hour” and turn off unnecessary lights on Saturday, March 27, 2010 from 8:30 to 9:30 p.m. Participating residents and businesses may officially sign up for this effort at www.earthhour.org by pledging to turn off lights for one hour. According to the U.S. Department of Energy, lighting accounts for roughly 22% of U.S. electricity consumption and is a significant contributor to our nation’s greenhouse gas emissions.

Earth Hour began in Sydney, Australia in 2007 as a one-city environmental campaign and has grown into a grassroots initiative with participants across the globe. Ann Arbor joined the effort in 2008 as one of 371 cities in 35 countries to participate in Earth Hour.

Street lights along one block of Main Street will be turned off during Earth Hour as a demonstration of Ann Arbor’s commitment to fighting greenhouse gas emissions and climate change in addition to practicing year-round energy conservation at municipal buildings and street fixtures. However, for public safety, other street lights and traffic lights will not be turned off during the Earth Hour observation. Ann Arbor is a leader in the development of energy-efficient light emitting diode (LED) street lighting, which has reduced municipal energy use and significantly reduced light pollution. Municipal facilities will observe “lights out” procedures for non-essential illumination during this hour.

According to Ann Arbor mayor John Hieftje, “Participating in the global Earth Hour demonstrates Ann Arbor’s commitment to supporting energy-efficient practices to reduce our reliance on foreign oil and help reverse the effects of climate change.”

Ann Arbor businesses and residents wishing to display an Earth Hour flyer in their windows to show their support for this event may download a local one at www.a2gov.org/green and click on Earth Hour. More information on the city’s energy and other environmental goals is available at www.a2gov.org/green.

Ann Arbor has 114,000 residents, spans 27.7 square miles, and is frequently recognized as a foremost place to live, learn, work, thrive and visit (www.a2gov.org/news). To keep up with City of Ann Arbor information, subscribe for e-mail updates (www.a2gov.org/subscribe), follow us on Twitter (<http://twitter.com/a2gov>) or become a city fan on Facebook (www.facebook.com/thecityofannarbor). The city’s mission statement reads: The city of Ann Arbor is committed to providing excellent municipal services that enhance the quality of life for all through the intelligent use of resources while valuing an open environment that fosters, fair, sensitive and respectful treatment of all employees and the community we serve.

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Earth Hour U.S. Web page hosted by World Wildlife Fund: www.earthhour.org
3-minute video: <http://www.youtube.com/watch?v=FclcMfzjwug>