

The "Earth Hour: A Message of Hope, a Call for Action" Is KK! Talk-show Topic on Feb. 11, 2009, Wednesday, from 6:30 p.m. to 7:30 p.m. (Manila time), at DZRH-AM radio (666 in Metro Manila, other kHz nationwide), on TV (Channel 9 in Metro Manila, other cable TV channels nationwide), and on the Internet (<http://dzh.tripod.com> or <http://dzh.prepys.com>).

Imagine one billion people on planet earth turning off their lights for one hour. You could be one of them. But why will you do that? To join the Earth Hour 2009, please visit www.earthhour.org and sign up now!

Turning off lights wherever you will be at **8:30 p.m. on March 28, 2009, Saturday**, is a simple act. But, if one-billion people in various places in the world will do that at the same time, it will send a "powerful global message that it's possible to take action on global warming." It will also send a message to world leaders that we need to act now to reduce greenhouse gas emissions and mitigate climate change which can create widespread disastrous impacts, especially in developing countries like the Philippines.

Last year, about 50-million to 100-million people around the world switched off their lights for the Earth Hour. Of these, about one-million were Filipinos. Global landmarks, e.g., Golden Gate Bridge in San Francisco, California, Coliseum in Rome, and Jumeirah Hotel in Dubai, and the Cultural Center of the Philippines in Manila, went dark for one hour.

This year in the Philippines, WWF, the Department of Energy, GREEN Army, and Switch Movement, with the cooperation of an increasing number of public-and-private organizations, e.g., EARTH Institute Asia, are working together to involve at least 10-million Filipinos in the

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Written by EARTH Institute Asia Press Office

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Earth Hour.

Join the Earth Hour 2009. Visit www.earthhour.org and sign up now! To know more about it and how you may join meaningfully, tune in or watch Kalikasan, Kaunlaran! (KK!) on Feb. 11, 2009, Wednesday, from 6:30p.m. to 7:30 p.m., at DZRH-AM radio (666 in Metro Manila, other kHz nationwide), TV (Channel 9 in Metro Manila, other cable TV channels nationwide), and on the Internet at

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or

Guests are Hon. Angelo T. Reyes, Department of Energy secretary and honorary chair, GREEN Army; Catherine "Cates" Paredes-Maceda, co-convenor and spokesperson, SWITCH Movement, and convenor, Renewable Energy (RE) Coalition; and Naderev "Yeb" Sano, head, Climate Change and Energy Programs, WWF-Philippines. Dr. Cora Claudio, president, EARTH Institute Asia and trustee, GREEN Army, will moderate the discussion in conversational English-Tagalog.

Join also the contests, campaigns and projects of EARTH/KK! To join all, register as a KK! listener by texting 2299: earth<space>your message.

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KK! co-producers are EARTH Inst. Asia and DZRH, with the support of the KK! partners-sponsors, Unilever, Unilab, Manila Water, Pilipinas Shell, Toby's Sports, Delbros Supply Chain Solutions, Yehey.Com, MAP, and Brahma Kumaris, and the cooperation of GREEN Army, PFST, TOWNS, PBE, AIJC, PEIA, DENR, MabuhayRadio.com, SanibLakas, various egroups and environment-caring groups/individuals, e.g., Architect Felino Palafox, Jr. and BluPrint Editor Arch. Paulo Alcazaren.

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