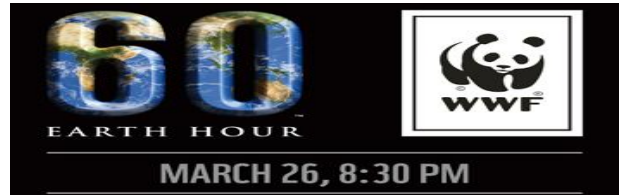




27<sup>th</sup> January 2011

Ushaka Marine World

Attention:Ann Kunz



## Earth Hour Campaign 2011

### Background

#### What is Earth Hour?

Earth Hour is a global grass-roots movement encouraging individuals, businesses and governments around the world to take positive actions for the environment, and celebrating their commitment to the planet by switching off their lights for one designated hour.

Earth Hour 2011 aims to show the actions that people, businesses and governments world-wide are taking to reduce their environmental impact. Thereby establishing and encouraging others to join an interconnected global community engaged in dialogue and resource sharing that generates real solutions to environmental challenges.

The highlight of Earth Hour 2011 will see the world's most iconic landmarks go dark for one designated hour, as hundreds of millions of people transcend race, religion, culture, society, generation and geography, switching off their lights in a global celebration of their commitment to protect the one thing that unites us all – the planet.

#### When does Earth Hour take place?

Earth Hour 2011 will be held on Saturday March 26 between 8.30PM and 9.30PM.

### Planned Programme for the event

- Programme to start at 7:00pm.
- Campaign opened to Ushaka Marine World and eThekweni staff members and their families.
- People will sign banner and move to stadium area for speeches and show.
- At approximately 8:15 pm people will move to picnic area and prepare for switch off.
- Start lighting candles at 8:25pm as people enter picnic area
- When lights switched off picnic will commence

### Responsibilities

#### eThekweni Municipality

- Provide banners
- Provide candles

#### Ushaka Marine World

- Co-ordinate switch off
- Provide safe area for guest of honour
- Assist photographers –maximum effect of switch off to be captured.

