



**WWF** *for a living planet*

**WWF-UK**

Panda House, Weyside Park  
Godalming, Surrey, GU7 1XR

tel: +44 (0)1483 426444

fax: +44 (0)1483 426409

info@wwf.org.uk

wwf.org.uk

## Press release

30 March 2009

### Haslemere goes dark for WWF's Earth Hour

On Saturday night, Haslemere joined over 3,000 towns and cities around the world in supporting WWF's Earth Hour—the largest ever global action on climate change.

Many Haslemere residents joined hundreds of millions of people worldwide in switching off their lights for one hour, to send a powerful signal to global leaders, that they must take urgent action to tackle climate change.

From 8:30 to 9:30 pm, Haslemere High Street was much darker than usual, with local restaurants full of customers enjoying dinner by candlelight. To mark the occasion, there was a ceremonial 'switch off' at the Georgian House Hotel, which joined other well-known landmarks such as Big Ben, Buckingham Palace, the Sydney Opera House, Golden Gate Bridge and the Eiffel Tower in going dark for Earth Hour.

Mayor William King led the countdown to Earth Hour, joined by members of the Town Council and Transition Town Haslemere, plus several WWF staff who live in Haslemere. In his address, the mayor said: "My hope is that tonight's Earth Hour event will be the start of ongoing work to combat climate change and promote local sustainability, and that many residents will support the new Transition Town Haslemere initiative which will be addressing these issues."

Oliver Smith, WWF's Deputy Director of Programmes, who was at the switch off ceremony with his family, said: "I am delighted that Earth Hour has captured the imagination of so many people in Haslemere and that it has been so well supported by the community. With climate change such a major issue for us all, it's good to see Haslemere taking an active part in getting our political leaders to act, and helping residents to have lower carbon lifestyles."

**- ends -**

#### *Editor's notes*

The way we live is leading to environmental threats such as climate change, species extinction, deforestation, water shortages and the collapse of fisheries. WWF's One Planet Future Campaign is working to help people live a good quality of life within the earth's capacity. For more information visit [www.wwf.org.uk/oneplanet](http://www.wwf.org.uk/oneplanet)

*For further information, please contact:*

Jean Leston, tel: 01483 412599 mob: 07789 304897 email: [jleston@wwf.org.uk](mailto:jleston@wwf.org.uk)



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