

## OFFICIAL MEDIA RELEASE

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**For Immediate Release**

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### **Niagara Parks and the Niagara Falls Illumination Board to Participate in Earth Hour**

**Niagara Falls, ON** – The Niagara Parks Commission (NPC) in partnership with the Niagara Falls Illumination Board are once again pleased to announce their participation in the world-wide Earth Hour initiative, which is to take place on Saturday, March 28 from 8:30 p.m. to 9:30 p.m.

Earth Hour 2009 is a global lights-out event, coordinated by the World Wildlife Fund (WWF), which brings together people from all over the globe in support of action being taken on climate change. It has grown from a single event held in Sydney, Australia in 2007, to a world-wide initiative that will now take place in hundreds of cities in more than 70 countries. Last year in Canada alone, approximately 10 million people in 150 cities participated, placing Canada as one of the global leaders of this event. This year the number of countries involved has more than doubled, helping to move Earth Hour and the WWF closer to its goal of one billion participants in this global awareness campaign.

According to NPC Chairman Jim Williams, “environmental stewardship and preservation are important hallmarks of our organization and that is why NPC in cooperation with the Niagara Falls Illumination Board are proud to be a part of this global environmental initiative.” During Earth Hour all non-essential lighting within the Parks will be turned off and as NPC Chairman Jim Williams explains, “we will also be ‘turning off’ our nightly illumination of the Falls during this time – as a powerful and symbolic gesture to help raise awareness and support for action on the issue of climate change.”

For more information about how one can participate in Earth Hour, please visit [www.EarthHourCanada.org](http://www.EarthHourCanada.org).

Created in 1885, The Niagara Parks Commission is an Agency of the Government of Ontario. Established to preserve Niagara Falls and the Niagara River Parkway for the enjoyment of its visitors, The Niagara Parks Commission operates at no cost to taxpayers.

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