

University marks Earth Hour with hot-air balloon rides, concerts

KUALA LUMPUR: UCSI University recently commemorated Earth Hour in a big way for the second year running in its efforts to educate and raise public awareness about environmental conservation.

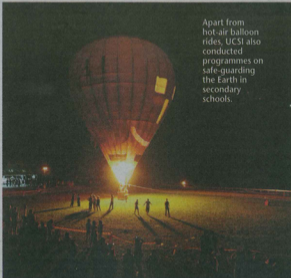
The event featured hot-air balloon rides for the public, and an open-air concert featuring popular bands such as Disagree, An Honest Mistake, Eve and Halfway Kings.

At 8.30pm last Saturday, the university switched off its lights in synchrony with many other cities around the world, in a symbolic gesture to commemorate Earth Hour and in a unified effort to promote environmental conservation, mitigate global warming and the degradation of Mother Earth.

As a show of solidarity, concert-goers at the university's Earth Hour concert released balloons into the sky at 8.30pm, with a personal pledge tied to each balloon to commit to an action that will reduce global warming on a daily basis.

Dubbed *The Pledge for Mother Earth*, the event took place right before the lights were switched off, and was joined by hundreds of people.

Prior to the event, the university promoted the cause to secondary school students around the Klang Valley, and gave away goodies, courtesy of MYC! Magazine, and GTI.



Apart from hot-air balloon rides, UCSI also conducted programmes on safe-guarding the Earth in secondary schools.

The team, called EduXplorer, is made up of UCSI students who are passionate about the cause and want to spread the message.

According to Prof Dr Norfadzillah Hitam, vice-president, corporate af-

airs, the event was important to educate the youths about the effects of global warming. "It is our responsibility to protect the Earth, and conserve the environment for the sustenance of future generations."