

Lights off for a better world

Event hopes to remind the public of the need to fight climate change

The global event that unites people across the continents through one simple action — switching off non-essential lights for an hour — is back once again today. The event aims to remind people of the immediate need to fight climate change that has threatened to burn the world.

Initiated by the WWF (World Wildlife Fund) for Nature in 2007, the Earth Hour event had been adopted by many cities in the world.

It is estimated that nearly one billion people joined the event last year in 140 cities in 87 countries, including Malaysia that participated for the first time officially.

Many prominent landmarks, such as KLCC and KL Tower, switched off their lights in 2009 and they are planning to do the same this year.

Members of the public can pledge to switch off non-essential lights during Earth Hour 2010 at <http://www.earthhour.org>.

1. KLCC
The glittering lights of Suria KLCC that usually illuminate the Kuala Lumpur skyline will be switched off from 8:30pm to 9:30pm. All non-essential lights at Suria KLCC, including the retail centres *Acadé*, will be turned off for a full 60 minutes. Retailers are encouraged to join the initiative by dimming the display lights at their stores. As a token of appreciation, shoppers who spend a minimum of RM100 in a single receipt on Friday and Saturday will get a free souvenir at the counter desk.

2. Angkasa
The National Space Agency (Angkasa) will be having a Light Pollution Free event in conjunction with Earth Hour from 7pm onwards at the National Planetarium and the National Science Centre. With the objective of educating Malaysian citizens on the effects of light pollution, there will be interesting games like sky observation with telescopes, lantern-making, word puzzle, candle-arranging competition and lucky draw.

For details, visit <http://www.angkasa.gov.my/planetarium> or call 03-2273 4301/4303/5484.

3. British Council and Universiti Malaysia

(UM) at the screening of the movie *Age of Speed* tomorrow from 2pm to 5pm at Dewan Kuliah Kompleks, Science Faculty of UM.

At 8pm, there will be an inspirational environmental address by 2008 Greenest Person on the Planet award recipient Matthias Gebler at Dewan Tunku Abdul Razak. UM Admission is free.

4. Ikea
IKEA Malaysia will be screening video off its external and facade lights in support of Earth Hour 2010.

"Earth Hour is an opportunity to remind everyone that we — and everyone — must take steps in order to stop climate change."

"With 123,000 co-workers and

525,000 visitors to our stores throughout the world, we can make a great hour at 8:30pm together with celebrities by raising awareness of the cities Xandria Oca and Chermaine possibilities we all have to make a Poa, there will be games such as change." IKEA Malaysia sustainability manager Cheng Hock Ben said.

5. Sunway Pyramid
Be at Sunway Pyramid at 8pm to catch the Battle of the Bands, as well as performances by Yayasan Anak Warisan Alam, Melinda Wong, Jon Ong and KDU Pass.

A huge Pledge Wall by Tupperware will be set up for the public to pledge: Wee, Amy Wang, Jue Cheng, Adrian Tan, Dennis Lau and more, in stage and free glow-in-the-dark Sunway performances and interactive Earth Hour key chains and t-shirts games.

The public can pick up useful green tips through recycling flyers, fruit exorcise and garbage exorcise demonstrations for the public.

Later, the Unplugged Earth Show is scheduled from 7pm to 10pm with IOI Earth Hour ambassador

cum Akademi Fantasia Season 1 champion Vince Chong and Francesca Peter entertaining the crowd.

There will also be fundraising activities such as IOI Earth Hour t-shirts and candles sale in aid of Malaysia Nature Society and Make-Your-Pledge by public.

7. UCSJ University
UCSJ University is celebrating Earth Hour with bands Disagree, Halfway Kings, An Honest Mistake and Eve as the night goes dark.

Visitors get to ride a hot-air balloon from 6pm onwards and watch the Kuala Lumpur skyline go dark from 500ft above sea level.

UCSJ University's Kuala Lumpur campus is located at Taman Connaught, Cheras.

For details, visit <http://www.ucsj.edu.my/earth-hour2010/>. Admission is free.

After counting down to the Earth Hour at 8:30pm together with celebrities by raising awareness of the possibilities we all have to make a Poa, there will be games such as change." IKEA Malaysia sustainability manager Cheng Hock Ben said.

8. IOI Boulevard
IOI Group of Companies will be having a Go Green event and an Unplugged Earth Show at IOI Boulevard in Pandan Johor Jaya. From 10pm to 2pm, the Go Green event will feature local artists like Stella Chang, Peter Ong, Johnson will be set up for the public to pledge: Wee, Amy Wang, Jue Cheng, Adrian Tan, Dennis Lau and more, in stage and free glow-in-the-dark Sunway performances and interactive Earth Hour key chains and t-shirts games.

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8. Mitsubishi Motors
Mitsubishi Motors Malaysia pledged its full support for Earth Hour by initiating an Earth Hour awareness campaign, comprising advertisements, TV programme sponsorships and giveaways of Mitsubishi Earth Hour fans to the public.

Two Mitsubishi Triton are dispatched to distribute the fans to remind the public to cool off the earth for an hour at selected Mitsubishi Motors dealers' showrooms, petrol stations, colleges and business areas.

The team will be at Sunway Pyramid tomorrow from 6pm to 8:30pm during its Earth Hour programme.

9. HSBC
HSBC entities in Malaysia will switch off non-essential lights in its building and branches across Malaysia as a reminder to

ponder about the way we consume the limited resources on Earth. To further support the Earth Hour, the bank also encourages its employees to use the stairs instead of the lifts today.

There will also be an HSBC Earth Hour Party at the HSBC Data Processing Centre in Cyberjaya for employees to witness the lights being switched off at 8:30pm tomorrow.

"We hope that through these activities, our employees will be made further aware of what they can do in mitigating climate change in their own personal ways," HSBC Bank Malaysia deputy chairman & CEO cum Global CEO of HSBC Annuh Mukhtar Husain.

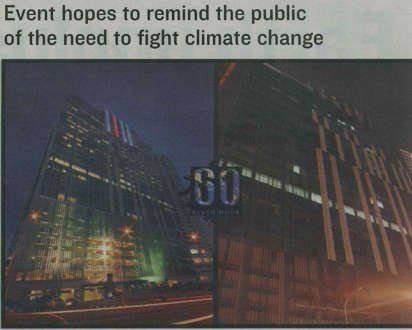
10. MRCB
At 8:30pm, Malaysian Resources Corporation (MRCB) and two key developments — Kuala Lumpur Station and Plaza Alam Station in Shah Alam

— will turn off their lights for an hour.

"This small contribution from MRCB will hopefully help bring greater awareness to Malaysians on the need for all to play a part in addressing climate change issues," MRCB CEO Mohamed Zaek Hussain said.

11. Suria FM
Suria FM is also taking part in this global event with many fun-filled activities including a dinner with artistes and DJs of the radio station at My Mum's Chicken Rice at Ampang from 8pm onwards.

There will also be a live acoustic performance as well as an interesting games. Listen to Suria FM the Klang Valley at 105.3 FM find out how you can take part in Suria FM Earth Hour 2010. For more details, visit www.suriamf.com.my or www.earthhour.org.



Turning it off: MRCB's iCentral will turn off its non-essential lights off for an hour.



Ready for action: Subang Jaya assemblyman Haniffa Youth (second from left) and representative from the sponsors and organisers launching the event at Sunway Pyramid.



All set: HSBC Bank Malaysia head of group communications and corporate sustainability Elizabeth Wong (third from left) and the HSBC Green Business members pledging their support for Earth Hour.



Art for the green: Holiday Inn Kuala Lumpur Glenmarie employees are all set to donation paintings, cakes and handicraft during the Earth Hour event.

Hotels also playing a role for the environment

TO CELEBRATE Earth Hour, hotels in the Klang Valley have lined up a series of activities for guests during the period.

The Grand Dorsett Subang Hotel will be organising an exhibition and charity sale of decorative items made of recyclable items as well as a pledge tree on its premises. A big surprise will also be the presence of Datin Paduka Mariam Maszida Syed Abdul Kadir, the first Asian woman to solo sail across Antarctica.

Other than shutting off non-essential lights, the Parkroyal Marriott Hotel & Spa has planned an Earth Hour mini-garden formation lights out cocktails with guests artistic performances by Duff (AF 5), Adina and Andina (AF 2), Adeline and Ryzal (KRU Studios) at the lobby lounge.

Employees of The Federal Hotel Kuala Lumpur will light up a globe with energy generated by pedalling a triathlon non-stop for an hour. Meanwhile, the Holiday Inn Kuala Lumpur Glenmarie will be organising art and handicraft at The Cazebo and poolside during Earth Hour. The proceeds will be channelled to the WWF-Malaysia

and Rumah Anak Cherise Selangor.

Shangri-La hotels and resorts worldwide will turn off non-essential lights and the group estimated that it could save up to 60 megawatts of electricity, which is equivalent to providing the lighting energy requirements of a city of 500,000 residents for 24 hours.

At the Westin Kuala Lumpur will receive a complimentary signature Terrier cocktails when they dine at the restaurants, and a 60 Earth Hour T-shirt if they opt for a Signature Steak and Wine Tasting Table at Ota Qatin Bar & Grill.

Hotel Equatorial Kuala Lumpur will celebrate Earth Hour at Fio Lobby Lounge by serving drinks at 60% of their normal prices and drinks during Earth Hour last call will be available at RM1, excluding champagne and bottled wines.

Diners will receive a certificate that marks their participation when they order the special salad, which is made of local produce and has a very low carbon footprint, at either Etiole Bistro and Fio Lobby Lounge.

Parkroyal Kuala Lumpur guests will be celebrating Earth Hour with Happy Hour by complimentary at Klis Lounge where a one-for-one beverage offer will be extended for all house pours.

Hilton Kuala Lumpur will be offering guests with special dinner offers, including organic cuisine at Sensee, Barbecue at Beardwilde and Sushi Delights at Isteru. Holiday Villa Hotel & Suites Subang, named up its participation with one line, "We may be switching off the lights, but our hospitality does not stop."



Lighting up: The Federal Hotel Kuala Lumpur will light up a globe with energy generated by pedalling a triathlon non-stop for an hour.



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