



for a living planet

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Press Release

For Immediate Release

Use Your Power to Change Climate Change

Phnom Penh, Cambodia – Cambodia will be one of the hundreds of countries around the world participating in the planet’s biggest annual environmental awareness event -- Earth Hour –which involves hundreds of millions of individuals in over 7,000 cities and 162 countries. Individuals, communities, businesses and governments worldwide will turn off their lights for one hour – Earth Hour – transcending all barriers of race, religion, culture, society, gender, geography and generation in a global celebration of the one thing that unites us all – the planet.

This year, Earth Hour’s global theme is “Use Your Power to Change Climate Change – we are committed to creating change for the better. All people can help change climate change by joining the movement. Create tangible impact by inspiring action from your communities, colleagues, customers and business partners.

This year in Cambodia, Earth Hour will be celebrated with youth-led, youth-oriented events built from the ground-up and community-based with the support from WWF Cambodia. Led by the Ambassador Youth Council (AYC), the main event is open to public and calls on youths to participate and show their commitment to protect the planet. Apart from the symbolic one-hour lights out event, edutainment activities will see participants having fun while sharing their concerns about the environment and reflecting on how they can use their power to take small but meaningful actions for Cambodia’s environment and the planet Earth.

Earth Hour 2015 invites Phnom Penh, also known as the charming city of Cambodia, its communities and businesses to join the world in switching off lights for one hour on Saturday 28th March, 2015 from at 8:30pm to celebrate their environmental action for the planet. There will also be a symbolic light out event held at the football pitch of Royal University of Phnom Penh (RUPP) on 28th March, 2015 starting from 5pm , in which public are invited to join.

“Climate change is not just the issue of the hour, it's the issue of our generation,” said **Mr. Chhith Sam Ath, Country Director of WWF Cambodia**, “Earth Hour is the world’s most enduring people’s movement focused on climate. The lights may go out for one hour, but the actions of millions throughout the year will inspire the solutions required to change climate change.”

“It’s all about taking action on climate change and working together to create a better future for our planet because, no matter how big or small, together our actions can make a difference,” he added

Stand amongst Cambodia’s superstars, **Chhorn Sovannareach** and **Meas Soksophea**, as they join the world in a symbolic switch off to show that climate change will be changed.

Ms. Meas Soksophea says “Electricity is important. So I try to conserve it and use my power to save the planet.” She added “Earth Hour is not just about the lights off. It is about people coming together across the world to join forces throughout the year to improve the planet. Join us to save the planet!

“We individually can contribute to the change climate change”, said **Mr. Chhorn Sovannareach**. He added that “Never under-estimate what you can do, and never under-estimate your power but make sure you do it right. Join us to turn off the light for one hour, and show your action beyond that hour throughout the year.”

Mr. Chy Sila, General Director of CBM Corporation, said “I think we can do our business based on the sustainability, now Climate Change is a main topic that everyone is facing, that is why as a business we need to support any initiative that bring sustainability to the environmental, in return, it will help to sustain our business. I hope more businesses will realize this urgency and start joining this Earth Hour movement too.”

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Notes to Editors

About Earth Hour:

Earth Hour is WWF's global environmental movement. As one of the first open-sourced climate change campaigns, Earth Hour has grown from a symbolic event in one city to the world's largest grassroots movement for the environment. In 2014, Earth Hour engaged individuals, business and organisations in over 7,000 cities and 162 countries and territories during the hour and beyond. In 2015, Earth Hour aims to harness the power of its millions of supporters worldwide to change climate change.

About WWF:

WWF is one of the world's largest and most respected independent conservation organizations, with over five million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.