



FROM SKYLINES TO TIMELINES, EARTH HOUR SHINES A LIGHT ON CLIMATE ACTION

17 March 2016, Phnom Penh, CAMBODIA -- Following a landmark year for climate, WWF's Earth Hour is calling on people around the world to continue the charge and be a part of the global momentum to help change climate change. Earth Hour 2016 will be celebrated on Saturday, 19 March between 8:30 and 9:30 p.m.

Earth Hour 2016 in Cambodia is jointly organized by the Ministry of Environment, WWF Cambodia (World Wide Fund for Nature) and AYC (Ambassador Youth Council), with the funding and support from USAID's Supporting Forests and Biodiversity project implemented by Winrock International, and Cellcard and many other private companies. The event itself will be taking place at the **Royal University of Phnom Penh**, starting from **5pm on 19th March**, and there will be performances from Miss Meas Soksophea, Buth Seyha, traditional dancers, shadow puppets showing environmental protection themes, as well as games and quizzes throughout the night. There will also be an amazing moment of lights off replaced with thousands of candles, and a silent moment for people to reflect on what they can do individually to protect the environment and change climate change.

Last year was the hottest year on record. It was also the year countries came together to work against climate change at the historic summit in Paris. With the world at a climate crossroads, Earth Hour 2016 is our time to shine a light on climate action and build the foundation for a better future for our planet and future generations.

2016 marks the tenth lights out event since Earth Hour's debut in Sydney in 2007; it also marks Cambodia's fourth lights out event in Phnom Penh. In the past nine years, WWF and Earth Hour teams around the world have harnessed the power of the movement to raise support and funds for access to renewable energy, protection of wildlife and their habitats, raising awareness on green lifestyles, building sustainable livelihoods and driving climate-friendly legislation and policy by working with governments, businesses, and civil society.

In Cambodia, Earth Hour 2016 will focus on raising awareness on the importance of the individual in contributing to environmental protection, and also highlighting the importance of renewable energy to help against climate change.

WWF also has a vision for the Greater Mekong region to be powered by renewable energy by the middle of the Century using sun, wind, water, geothermal, biomass, and ocean energy, combined with a commitment to energy efficiency. Cambodia is blessed with vast renewable energy resources that it must vigorously tap to grow its economy in a sustainable way - enhancing its energy security, providing energy access to all, reducing its reliance on volatile fossil fuel imports, protecting its valuable freshwater resources and shielding itself from the negative impacts of unsustainable power sources.

“Earth Hour is such a globally significant event and we are proud to empower so many individuals, in Cambodia in the fight against climate change. Nature is under a huge threat from our daily consumption, and the importance to shine a light on these issues and to take a stand is more important now than ever,” Mr. Chhith Sam Ath, Country Director of WWF Cambodia.

“We need everyone to participate in the Earth Hour movement in Cambodia by showing their commitment by switching off the lights for one hour to show they care about the environment. We need to look into saving our daily energy consumption and lifestyle, which can contribute to environmental protection and help against climate change”, H.E Sabo Ojano, Secretary of State of Ministry of Environment.

In addition, as some of Cambodia’s landmarks prepare to switch off their lights for Earth Hour, supporters are also invited to take a stand for climate action on their own personal landmarks – their social media accounts. From donating their Facebook feeds to spread climate awareness and action on earthhour.org/climateaction to adding a custom-made Earth Hour filter to Facebook profile pictures, users can show their friends and followers they care about the planet in a few simple clicks.

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Earth Hour 2016 will be celebrated on Saturday, 19 March 2016 between 8:30 and 9:30 p.m. local time. Log on to www.earthhour.org for more stories and articles on teams using the Earth Hour movement to shine a light on climate action. This is our time to change climate change.

Link to the official Earth Hour Cambodia 2016 music video:

<https://www.youtube.com/watch?v=8nhnpP6sFfA>

For media inquiries or requests for press interviews, please contact:

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About Earth Hour:

Earth Hour is WWF's global environmental movement. Born in Sydney in 2007, Earth Hour has grown to become the world's largest grassroots movement for the environment, inspiring individuals, communities, businesses and organizations in over 170 countries and territories to take tangible climate action. Celebrating the tenth edition of its signature lights out event in March 2016, the Earth Hour movement continues to harness the power of its millions of supporters to shine a light on climate action and the power of the individual 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.