



Press Release

For Immediate Release

Use Your Power to Protect the Planet with Earth Hour

Phnom Penh, Cambodia - This year in Cambodia, Earth Hour will be celebrated with a youth-oriented event led by the Fulbright and Undergraduate State Alumni Association of Cambodia (FUSAAC) and supported by WWF. The event will take place on March 29 from 5:30 p.m. to 8:30 p.m. at the Institute of Foreign Languages (IFL) of the Royal University of Phnom Penh.

Open to public, the event calls on youths to participate and show their commitment to protect the planet Earth. Apart from the symbolic one-hour lights out, the celebration will feature edutainment activities where participants can have 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.

"At FUSAAC, we believe that social changes should come from grassroot levels," said Mr. Chea Kagnarith, President of FUSAAC. "Everyone should not wait for changes to come from the top but to come from themselves. Earth Hour is a perfect example of what individuals could do. That is why FUSAAC supports and organizes Earth Hour."

"Every citizen should strive to be and can be a cleaner, a clean leader who engages in actions or activities that are non-threatening to the Earth's resources," said Mr. Roth Hok, Deputy director of IFL.

Earth Hour aims to encourage an interconnected global community to share the opportunities and challenges of creating a sustainable world. Earth Hour is more than an annual event – it is a worldwide movement that brings everyone together for an hour of inspiration.

Globally, every person, organization and business can get involved in Earth Hour. Besides turning off non-essential lights for one hour as a symbol for their commitment to the planet, there is much more that each community can do differently. The idea is for people to take action beyond the hour.

"WWF is excited to join FUSAAC and IFL in celebrating Earth Hour 2014 in Cambodia," said Mr. Chhith Sam Ath, Country Director of WWF-Cambodia. "By participating and celebrating this event, we show that we care about our environment and that we, as global citizens, are committed to protecting Cambodia and the planet we live in. I hope that more people, especially youths, will use their power to create a sustainable world."

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Director General: James P. Leape
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WWF-World Wide Fund For Nature
WWF-Fondo Mondiale per la Natura
WWF-Fondo Mundial para la Naturaleza
WWF-Fonds Mondial pour la Nature
WWF-Welt Natur Fonds
Also known as World Wildlife Fund

Officially, the symbolic one-hour lights switch-off takes place globally from 8:30 p.m. to 9:30 p.m in accordance to the local time in each country. Individuals, households, government institutions, and businesses are encouraged to take part in this global movement.

For more information, please contact:

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For more information about Earth Hour global and Earth Hour Cambodia event, please visit www.earthhour.org and www.facebook.com/fusaac & www.facebook.com/WWFCambodia

Note to Editors:

- Earth Hour is the Planet's largest environmental movement that involves more than 154 countries, 7,000 cities and towns and 2 billion people worldwide to raise awareness on the world's most urgent environmental issues. It was famously started as a lights-off event in Sydney, Australia in 2007.
- Earth Hour was initiated in 2007 by WWF as a way of engaging a broad section of society in the environmental issues challenging citizens across the world and to address the issues of climate change. WWF embraces the idea of an open sourced campaign that would allow communities and organizations to become part of a global movement to protect our planet.