

BOOKING DEADLINE ★ WED., MAR. 18

MATERIAL DEADLINE ★ FRI., MAR. 20

# EARTH HOUR GUIDE

THURSDAY, MARCH 26th, 2009

BOOKING: Wednesday, March 18<sup>th</sup>

MATERIAL: Friday, March 20<sup>th</sup>



Torontonians got turned on by turning off their lights during the city's inaugural Earth Hour celebrations last year. More than 85 per cent of people living in Greater Toronto (about 3.5 million people) participated in the hour-long event, exceeding expectations.

The Toronto Star was a leader in helping to make this happen with extensive coverage of the world-wide initiative that attracted the participation of 35 countries.

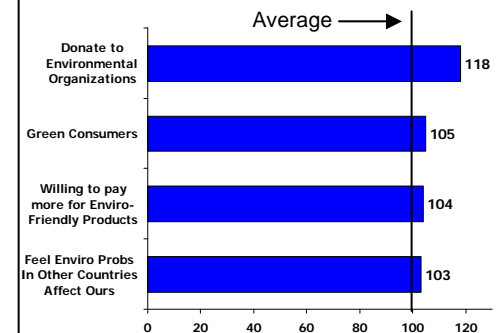
**This year is proving to be even bigger:** 538 cities and towns in 75 countries have signed up to turn off their lights on Saturday, March 28 at 8:30 p.m.

Once again, the Toronto Star is planning the kind of coverage that shows a commitment not only to Earth Hour, but to the environment.

In addition to the Earth Angel profiles of grassroots environmentalists we've been running in the pages of the Greater Toronto section over the past month, we're planning on a stand-alone section that may include the following:

- Guide on how to live off the grid
- List of Earth Day events and how to get involved
- Contributions by known Canadian environmental activists
- Legacy profiles on how Earth Hour changed corporations and their environmental practices
- The marketing of Earth Hour: how this year's message differs from 2008
- The history of Earth Hour
- Results from 2008, including time-lapse photos of Toronto going dark and possibly satellite pix
- Map showing Canadian and world-wide supporting cities in 2009, with sidebar on the logistics of going dark in Paris, the city of lights, and a first-time participant.

## Star readers are environmentally conscious



Source: PMB 2008 Two-year database, Star 7-day cume  
Base: Toronto Adults 18+

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