



**City of  
Prince Albert**

Corporate Communication  
Services

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# Advisory

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**FOR IMMEDIATE RELEASE**

**Wednesday March 17, 2010**

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## **City Embraces Earth Hour**

For the third year in a row, the City of Prince Albert has joined the Earth Hour celebrations on Saturday, March 27, 2010. For one hour this Saturday, between 8:30pm and 9:30pm, the City will be joining other cities, businesses and individuals across the world by turning off the lights.

“Turning off the lights is a powerful symbolic gesture,” stated Mayor Jim Scarrow. “It is a simple act, but it signifies the power each of us has to reduce energy consumption.”

By participating in Earth Hour, the City of Prince Albert will be shutting down all unnecessary power at City Hall, the E. A. Rawlinson Centre, the Arts Centre, the Margo Fournier Centre and the Historical Museum for one hour. The City would also like to encourage other businesses and individuals in Prince Albert to consider ways in which they can “Turn it Off”.

Earth Hour is a global lights out initiative led by the World Wildlife Fund that encourages people to turn off their lights for one hour to show they want to be a part of the fight against climate change. Last year, Earth Hour was a huge success with more than 80 countries participating worldwide, and in Canada, over 10 million people participated in more than 275 cities from coast to coast.

For more information on Earth Hour or to register yourself, your organization or your business visit [www.earthhourcanada.org](http://www.earthhourcanada.org).

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For more information:

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