



Switch off for the most important Earth Hour ever.

Saturday, 27 March 2021, 8.30 pm

This past year, the impacts of one emergency after another have been felt across our country. The blow to people and nature dealt from the 2019/2020 bushfires has left a staggering loss that requires action at scale, and recognition that business as usual cannot continue.

Up to 19 million hectares were burnt, 33 lives lost, 3,094 homes destroyed and more than 3 billion animals were impacted by the bushfires. Just as the last of the flames were put out, COVID-19 gripped the world and slowed down our efforts to restore and regenerate Australia's wildlife and natural landscapes.

The catastrophic events of 2020 have made it clear that our future and the future of our planet are intrinsically linked and both are under threat. What we do to the planet - we do to ourselves.

2021 is our opportunity to support the recovery of Australia's wildlife and nature, and to take the steps to address the underlying causes of extended bushfire seasons. 2021 is a critical year for nature. Key political decisions will be taken by world leaders on climate action, sustainable development and biodiversity. These decisions will affect the health of our planet and our own future for decades to come. Australia has an opportunity to step up on the international stage and reduce its contribution to climate change by switching to an economy based on renewable energy. We need to overcome the threats of climate change for our people, communities, and precious wildlife.

This is why we have Earth Hour, and why this year will be the most important yet. This Earth Hour, Australians everywhere are invited to join in and make the switch for nature. By switching off at 8.30 pm on Saturday, 27 March 2021, you can show your support for a renewable energy future, where generations will continue to enjoy the richness of Australia's wildlife.

We invite all media to join millions of individuals, businesses, schools, councils and communities in Australia and over 180 countries around the world, to switch off and take part in Earth Hour 2021, and be a part of the movement that wants stronger action on climate change to protect our planet.

You can help support and spread awareness of the campaign with:

- Bonus ad placements and Community Service Announcements (CSAs)
- Mobilising influencers to spread the word
- Ideas for activation, e.g., events, breakfasts, creative displays
- And even get your business and teams to switch off too!

Earth Hour artwork can be supplied in any format, including digital animation, and we are very happy to work with you on any cross-promotion, bespoke creatives that work best for your channel, and creating stories on WWF channels to showcase your organisation's support.

Thank you for your support!

Contact: Kerri Major, Engagement Manager (kmajor@wwf.org.au)

earthhour.org.au