



**March 6, 2013**

**PUBLIC SERVICE ANNOUNCEMENT – TOWN OF CARRBORO, NC**

Climate change is happening all around us and its pace is accelerating. From melting glaciers to increasingly intense weather patterns, climate change is already impacting life on Earth.

In a bold statement of collective concern for our planet, millions and perhaps billions of people around the world will turn off their lights for one hour—Earth Hour—on March 23, 2013 at 8:30 p.m. local time.

Sponsored by World Wildlife Fund, Earth Hour is the largest event of its kind in the world. In 2012, Earth Hour broke records cementing itself as the largest voluntary action for the environment, with more than 6950 cities and towns across 152 countries and territories taking part. The campaign experienced the largest growth since 2009, and continues its effort to go beyond the hour by launching the “I Will If You Will” campaign, with more than 200,000 individuals accepting a challenge.

The Carrboro Board of Aldermen request that you join our community’s effort to raise awareness of this issue by helping spread the word about Earth Hour between now and March 23rd. Ways to spread the word can be found at <http://www.earthhour.org/page/get-involved/spread-word>. Working together, our community can send a strong message that we care about the environment and are calling for action to save our planet for future generations.

Additional details are available at [www.earthhour.org](http://www.earthhour.org).

**For more information, contact:**

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## **PROCLAMATION**

### **“Earth Hour”**

**WHEREAS**, March 23rd, 2013, 8:30 pm has been designated as “Earth Hour” by the World Wildlife Fund as a reminder that, by working together, people can make a positive impact in the fight against climate change; and

**WHEREAS**, cities and states across the country and around the world are joining with Carrboro to raise awareness and demonstrate commitment to addressing climate change by supporting “Earth Hour”; and

**WHEREAS**, “Earth Hour” involves something quite simple - turning off lights for one hour, and otherwise raising awareness and building a global commitment; and

**WHEREAS**, “Earth Hour” is the largest event of its kind in the world; and

**WHEREAS**, Carrboro has joined Cities for Climate Protection, and is committed to reducing greenhouse emissions; and

**WHEREAS**, the Board of Aldermen adopted a climate protection resolution in December, 2009.

**NOW THEREFORE BE IT RESOLVED**, that I, Mark Chilton, Mayor of the Town of Carrboro, North Carolina, do hereby proclaim, **March 23, 2013 from 8:30-9:30 pm** as “**Earth Hour**” in the Town of Carrboro, and call upon all residents and businesses of Carrboro to join in supporting the aims and goals of this effort.

**BE IT FURTHER RESOLVED** that I do hereby direct staff to send out a public service announcement to publicize “**Earth Hour**”.

This the 5th day of March 2013

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Mark Chilton, Mayor