

Tree Huggin' Tip, Special Edition - Join Earth Hour Initiative on March 28

Dear All:

Please join millions of people worldwide who are concerned for our planet and its resources -- turn out your lights and turn off your electronics at 8:30 p.m. this Saturday, March 28th. This global initiative is called Earth Hour and our local IREM chapter encourages property management participation in this important grassroots event. For more information, please see <http://www.earthhour.org/home/> .

If you have a resident e-mail list, please consider sending them a note explaining Earth Hour and asking them to join The Donaldson Group's efforts to reduce energy consumption. Here's an example:

**Dear Resident,**

**Please join The Donaldson Group for the Earth Hour initiative this Saturday, March 28, 2009 at 8:30pm (local time). All you have to do is turn off all non-essential lights and electronic devices for one hour starting at 8:30 p.m. Vote "Earth!" and turn off those lights!**

**This world-wide initiative is a grassroots effort to inspire global leaders to work together to address energy consumption and global warming. For more information, please see <http://www.earthhour.org/home/> .**

Yours in crunchiness,

*Angelique*

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*Please consider the environment before printing this e-mail*

# Join 2009 Earth Hour Initiative on March 28

IREM has identified a really easy way for you and your tenants/residents to show support for a sustainable environment. Just join the Earth Hour initiative on March 28, 2009 at 8:30pm (local time).

Earth Hour is an annual international event created by the WWF (World Wide Fund for Nature/World Wildlife Fund), held on the last Saturday of March, that asks households and businesses to turn off their non-essential lights and electrical appliances for one hour to raise awareness towards the need to take action on climate change. It was pioneered by WWF Australia and the Sydney Morning Herald in 2007, and achieved worldwide participation in 2008.

In 2009 the public awareness raising campaign on climate change is showing signs of being the greatest voluntary action the world has ever witnessed. Currently 1,189 cities and towns across 80 countries are committed, with more coming on board every day.

The lights out initiative, which began in Sydney in 2007 as a one-city environmental campaign, has evolved into a grassroots action that has captured the attention of the citizens of the world. In 2008, 371 cities across 35 countries turned their lights out in a united call for action on climate change.

Earth Hour 2009 is 8:30-9:30 (your local time), March 28 2009.