

City of Dallas News Release

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City of Dallas

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DALLAS TO ONCE AGAIN PARTICIPATE IN EARTH HOUR

Signature buildings commit to turn out the lights as part of Earth Hour 2010; 31 U.S. states, 121 countries, & 3,100 cities on all seven continents set to participate

Dallas, TX—Mayor Tom Leppert is proclaiming the 60 minutes from **8:30pm-9:30pm** this **Saturday, March 27th** as “Earth Hour” in Dallas. In doing so, Dallas is joining 3,100 cities, 121 countries, 31 U.S. states and millions of people on all seven continents in taking a symbolic stand for the environment.

“Earth Hour is an opportunity to unite with our neighbors around the globe on a singular issue that is important to us all,” said Mayor Leppert. “This event complements the work we’ve been doing with our Green Dallas initiatives and is a symbolic way to make a bold statement about Dallas’ commitment to the environment.”

Earth Hour is a global climate awareness event led by the World Wildlife Fund (WWF) that encourages individuals, businesses, governments and organizations to make a positive statement for the environment by simply turning off all non-essential lights for one hour—Earth Hour.

To date hundreds of North Texas residents and businesses have made a commitment to participate including many downtown/uptown skyscrapers:

1700 Pacific Avenue (known for its stair step top)

1900 North Akard St. (home of Hunt Oil; building with lighted elliptical extending “over” Woodall Rogers)

2100 Ross

3811 Turtle Creek Centre

Bank of America Plaza (recognizable green neon outline)

Belmont Hotel

Chase Tower (known for its hole near the top of the building)

Comerica Bank Tower (former Bank One Center; granite barrel vaulted skyscraper)

Crescent Court

DART & Sanger Harris Building (DART Headquarters)

--more--

Fairmont Dallas

Fountain Place (blue-green reflective glass skyscraper with its characteristic pointed top)

Hotel Lawrence

Hyatt Regency Dallas (known for its mirrored exterior/adjacent to Reunion Tower)

Mercantile Bank Building (ornamental clock tower and spire)

One Victory Park

Renaissance Tower (large X lighting design—also known as home to J.R. Ewing's office)

Reunion Tower (signature lighted ball atop the tower)

Rosewood Court

Sheraton Dallas Hotel

South Side on Lamar

SMU

The Tower at Cityplace

Transwestern properties– Central Region

UNT Systems Building (downtown)

UNT Dallas Campus

In addition, numerous City-owned assets are participating including (among others):

City Hall

Dallas Central Library

Dallas Convention Center

Dealey Plaza

Ferris Plaza (with fountain across from Dallas Morning News and Union Station)

Main Street Garden Park

Pegasus Plaza

The Pegasus (red neon sign atop Magnolia Hotel)

In 2009, many of Dallas was one of only nine key U.S. cities leading the Earth Hour effort. Many of the city's landmark buildings making up Dallas' signature skyline responded to Mayor Leppert's challenge to participate. Earth Hour 2009 marked the first time that Dallas' signature skyline and central business district intentionally went dark.

There is still time to participate! Dallas and North Texas residents, businesses and organizations are encouraged to turn off their lights for the event. To officially sign-up and be counted, log on to www.MyEarthHour.org

Lights affecting public safety, such as lights in public spaces and street lights will remain on.

NOTE TO EDITORS:

Footage and photographs of *Earth Hour 2010* will be made available to the media beginning on Saturday through WWF:

WWF media contact: Dan Forman (202) 495-4546 dan.forman@wwfus.org

Photos and footage: <https://www.myearthhour.org/news/for-media>

Logos: <https://www.myearthhour.org/tools>

Earth Hour 2010 Video: <https://www.myearthhour.org/earth-hour-video>

Follow *Earth Hour* on twitter: www.Twitter.com/EarthHourUS

ABOUT EARTH HOUR

Since its inception three years ago, [Earth Hour](#) has captured the world's imagination, becoming a global phenomenon. Last year, for *Earth Hour* 2009 nearly one billion people in 4,100 cities in 87 countries on seven continents turned out. In the U.S. alone, an estimated 80 million Americans and 318 cities officially voted for action with their light switch. For more information about how to get involved, please visit us a www.myearthhour.org.

ABOUT WORLD WILDLIFE FUND

WWF is the world's largest conservation organization, working in 100 countries for nearly half a century. With the support of almost 5 million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, stop the degradation of the environment and combat climate change. Visit www.worldwildlife.org to learn more.

ABOUT GREEN DALLAS

The City of Dallas' Green Dallas initiative is aimed at environmental responsibility and encourages both public and private sector involvement. To find out more about how the City of Dallas is an environmental leader and what residents can do to 'build a greener Dallas,' visit the City's green Web site www.GreenDallas.net

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