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WWF and WOSM Earth Hour Partnership

Dear Scouting friends and partners,

WWF - the global conservation organization, and the World Organization of the Scout Movement (WOSM) have had a long history of working on environmental awareness and action programmes. Our historical partnership dates back several decades and we are pleased to be continuing this work today on some of the world's most pressing environmental issues.

Earth Hour

What began two years ago as a campaign to get people in Sydney to turn off their lights has now grown into a global effort. This year, **on March 28 at 8:30pm**, more than one billion people, in 1000 cities, are expected to turn off their lights for one hour – Earth Hour – showing that it is possible for everyone to take action against global warming.

We are encouraging Scouts to participate in Earth Hour and ask you to share this initiative with your family, friends and colleagues. Use this as an opportunity to talk to your neighbours about the environment and climate change, and share what we can all do to help respect and value the environment. By making this information widely available in Scouting, we can have a big impact.

We encourage you to contact your WWF National Office for more information and resources to promote Scouts involvement with WWF and Earth Hour in their community. It is important that all Scout involvement with Earth Hour is registered at: www.earthhour.org. Also, see the World Scouting Website for more information and resources at: www.scout.org/EarthHour

For more examples of what Scouts are doing for the environment, please see the environment section of the World Scouting Website: www.scout.org/environment

To learn more about WWF and what they are doing to help connect people to the environment, locally and globally, please see: www.panda.org

Thank you in advance for supporting this important initiative.

Sincerely,

Luc Panissod
Acting Secretary General
World Organization of the Scout Movement

James P. Leape
Director General
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