



FOR IMMEDIATE RELEASE
City of Duluth Communications Office

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SUBJECT: Aerial Lift Bridge to go dark for Earth Hour

BY: Pakou Ly, Public Information Coordinator

Aerial Lift Bridge to go dark for Earth Hour

[Duluth, MN] – Duluth will participate along with millions around the world on Saturday March 31, 2012 starting at 8:30 pm to commemorate Earth Hour. For one hour, the lights on the Lift Bridge will be turned off as a demonstration of our support and commitment for sustainable practices to protect the environment and precious natural resources. The public is encouraged to participate in this annual global event.

About Earth Hour

Earth Hour is a global environmental initiative in partnership with WWF and Leo Burnett. Individuals, businesses, governments and communities are invited to turn out their lights for one hour on Saturday March 31, 2012 at 8:30 PM to show their support for environmentally sustainable action. In 2012, Earth Hour's I Will If You Will concept invites individuals and organizations to challenge others to an ongoing environmental commitment beyond the hour. Earth Hour began in one city in 2007 and by 2011 reached over 1.8 billion people in 135 countries across every continent, receiving reports as 'the World's largest campaign for the planet'.