

COTABATO LIGHT CALLS FOR UNITY TO SUPPORT EARTH HOUR

Written by Donjie Gentiles Vertuoso



EARTH HOUR – A BREAK FOR MOTHER EARTH: A global campaign that needs local action. Cotabato Light tarpaulins are posted everywhere to invite and remind the general public to participate in Earth Hour 2012.

The **Cotabato Light** and the Aboitiz group as a whole had once again calling all

COTABATO LIGHT CALLS FOR UNITY TO SUPPORT EARTH HOUR

Written by Donjie Gentiles Vertuoso

environment-loving and concern citizens to support Earth Hour 2012. This worldwide event will be observed on March 31 at 8:30p.m. by

voluntarily switching-off

of our lights for an hour or more – sending a stronger message to take action against global warming and to use our electric power intelligently.

Again, the company had intensified its effort to campaign for public participation for this worldwide event. The tarpaulin-invitations was posted on various locations such as Malls, Banks, Restaurants, Business establishments, company premises and vehicles. Practically, we can find it everywhere. The company also used social media such as Facebook to promote Earth Hour 2012, including Radio, TV and Print media coverage.

Today, with no immediate additional power available, the best thing that we can do is conserve energy and be more responsible citizen. Let us do our share to keep our place sustainable. What are you willing to do to save our planet? We can do 3R's (ReUse, Reduce & Recycle), Plant more trees, conserve energy and a lot more.

Also, this year is a perfect timing to conserve energy usage because of the looming power shortage, more so here in Mindanao. In fact, some of the power distributors in the nearby cities and provinces are now implementing rotational power interruptions due to power curtailment as imposed by National Power Corporation. With this scenario, Cotabato Light is grateful to have a standby Power Plant that is always ready to provide additional power when needed.

Earth Hour started in 2007 in **Sydney, Australia**, when 2.2 million homes and businesses turned their lights off for an hour to make their stand against climate change.

This is all about caring of our environment. Earth Hour is for us - today. More so, it is for the future of our children and the next generation to come. This is a worldwide campaign to conserve electricity, reduce carbon emissions and save earth.

Now, Cotabato Light had once again calling everyone - let us unite and support this global sustainability movement with more than 50 million people across 35 countries participating. **Let us make Earth Hour our starting point of advocacy for greener and better future.**