

# 'Earth Hour'



## Why in news ?

- **R**ecently Earth Hour was celebrated on 25 March.
- People around the world switched off the lights in their homes and offices as a show of support for energy conservation during World Earth Hour.



## Background

- 'Earth Hour' is an annual initiative of the World Wildlife Fund for Nature (WWF).
- Earth Hour started in the year 2007 from the city of Sydney, Australia.
- It is organized every year on the last Saturday of March.
- It encourages people in over 180 countries to switch off their lights from 8.30 pm to 9.30 pm local time.



## Objective

- The aim of this initiative is to make people aware of the importance of electricity and environmental protection.
- This symbolic call for environmental protection not only reduces the use of non-essential lighting to save energy. Rather it is also advised to adopt solar energy.