



PRESS RELEASE ON
Pre-Earth Hour Media Conference
26 March 2015

KUALA LUMPUR 26 March 2015: YBhg. Datuk Seri Ahmad Phesal, Mayor of Kuala Lumpur today launched his Earth Hour 2015 pledge. Also present at this launch event, Dato' Dr Dionysius S.K. Sharma, WWF-Malaysia Executive Director/CEO.

In his speech, the Mayor congratulates WWF for starting the Earth Hour global environmental movement and for inspiring people from all over the world to participate and make it their own. *“I am very grateful to WWF-Malaysia for introducing Earth Hour in Malaysia, in 2009. They have been working successfully with many NGOs and corporations over the years to create awareness on Earth Hour among Malaysians. I would also like to express my deepest appreciation to WWF-Malaysia for collaborating with Kuala Lumpur City Hall into joining over 7,000 cities across 162 countries to take a stand against climate change which is in tune with KL City Plan 2020”*, said the Mayor.

“Cities are now the main growth centres of population, consumption, and resource use, as well as waste. This makes them the new hot spots of global environmental change. In cities, everything is closely connected. So problems tend to multiply – and so can solutions. Cities can exploit positive synergies, or struggle with negative ones. Therefore it is important for cities to be more sustainable, and timely for Kuala Lumpur City Hall to be the driver of change by taking the lead”, added the Mayor.

The Mayor also encouraged all the buildings owners in Kuala Lumpur, as well as individuals to switch off their lights for one hour on Saturday, 28 March 2015 at 8.30pm (local time) to show their support for this year's Earth Hour. *“In 2013, when we first introduced this initiative 86 buildings officially participated and in 2014 the participation increased to 277 buildings. And I have put a target of getting 350 buildings to participate in 2015. Should this target be achieved, I pledge that Kuala Lumpur City Hall will introduce new and safe cycling routes in the city”*, the Mayor put his pledge.

The Kuala Lumpur City Hall will be collaborating with WWF Malaysia to participate in WWF's Earth Hour City Challenge (EHCC) 2016. EHCC is a year-long competition among cities worldwide to promote renewable energy and prepare for climate change. The introduction of cycling routes is one of the efforts we are taking to becoming a greener city while cutting environmental impact, as well as to prepare for KL Earth Hour City Challenge next year.

In the near future, Kuala Lumpur City Hall will also be creating awareness campaigns on the importance of reducing the usage of Styrofoam by introducing - free zones in the city and create awareness of environmentally-friendly food containers as part of our efforts to be a greener city. For this initiative the Mayor is considering to ban usage of Styrofoam at Dataran Merdeka as the city's first pilot project zone.

The Mayor wanted the strong message of Earth Hour to be adopted by all KL-ites to make some small everyday lifestyle changes that will, collectively make an impact on climate change, as solutions must come from community participation. *"Therefore, I hope that the public will be inspired to educate their family and community to love nature, as environmental awareness should be inculcated from a young age so it becomes second nature to the next generation. Preparing our children is our responsibility in order to save our living planet"*, said the Mayor.

Meanwhile, ahead of the actual Earth Hour on 28th March, KL City Hall has already received the confirmation that the followings buildings will switch off:

- Our world's iconic building – Petronas Twin Towers
- KL Towers
- Bangunan Daya Bumi, YTL Building
- DBKL Towers 1,2 & 3 and all community halls and DBKL cawangan offices
- KL City Gallery
- Shopping malls – Pavilion & Fahrenheit, Lot 10, Starhill Gallery
- Felda building
- Bank Negara
- Islamic Arts Museum

- Bird Park, Museum Police
- Planetarium
- Hotels Shangri-La, Seri Pacific, Fraser Suites, Raggae Mansion, Dorset Regency, Silk Cheras, Maytower Hotel, Capitol Hotel, Federal Hotel
- Perbadanan Kampong Bharu

“I sincerely urge all other organisations and individuals to pledge their support for Earth Hour 2015 and be connected with the global community in creating a sustainable world”, concluded the Mayor in his speech. For more information on Earth Hour, please visit: <http://www.wwf.org.my>

Thank you.