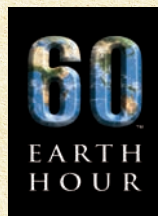




# PLAYBOOK

INDIVIDUALS COMMUNITIES CITIES

Saturday, March 31st 2012, 8:30pm - 9:30pm



## **WELCOME TO TEAM EARTH HOUR!**

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We're so excited to have you on our side in the fight against climate change. This is your official playbook. Inside you'll find all sorts of activities and events to run not only during Earth Hour, but beyond the hour too. So pick your favourites, recruit some teammates and above all, have fun. Go team!

[wwf.ca/EarthHour](http://wwf.ca/EarthHour)

*WWF would like to thank our sponsors:*



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# ★ EARTH HOUR PLAYS ★



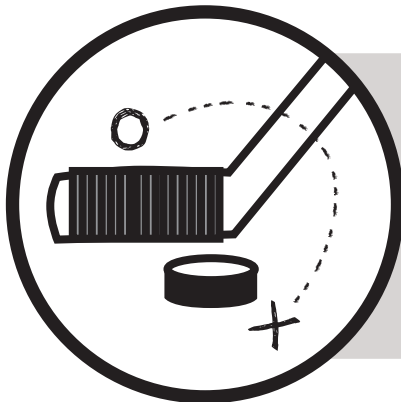
## THE TEAM-UP

Want action on climate change? We want you on our team. Visit [wwf.ca/EarthHour](http://wwf.ca/EarthHour) and make your pledge to switch off your lights for Earth Hour.



## THE ANTHEM

We're writing an anthem for Earth Hour and need your help! Submit a lyric between March 5 - 18 on [Facebook.com/WWF-Canada](https://www.facebook.com/WWF-Canada) and it could be chosen to be included in the official song of Team Earth Hour!



## THE LESS-POWER PLAY

Host a dimly lit hockey game at your local community centre. Engage everyone to come out and play, or cheer on from the sidelines. Offer hot chocolate to stay warm (and don't forget your reusable mugs)!



## **GHOSTS AND GALAXIES**

Have a community ghost walk around a historical centre or gather in an open area and do some stargazing!



## **THE CHEF'S SPECIAL**

Encourage your local restaurants and pubs to join in on the celebration. Perhaps they can host candle-lit dinners with Earth Hour themed drinks, food and prizes!



## **ROCK THE BLOCK**

Host a neighbourhood block party with food, games and local entertainment. Invite local artists and musicians to come out and play in an acoustic Earth Hour concert.



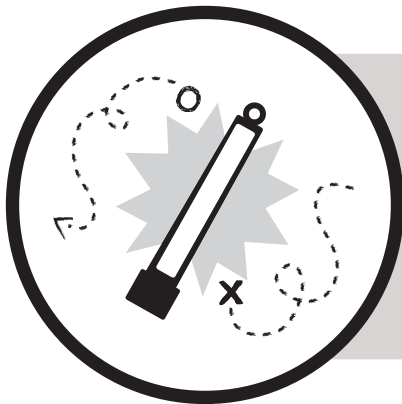
## **THE POWER-DOWN POTLUCK"**

Host a potluck dinner. Encourage people to bring 'non-cook' foods, and eat dinner by candlelight!



## LIGHTS OFF GAME ON

Have a game night with family and friends! Pull out your favourite board games or have a poker tournament - by candlelight!



## THE GLOW WORM

Have a glow-in-the-dark party! Tell your guests to wear their favourite 80s or neon outfits, and give out glow sticks and stickers.



## THE POWER DOWN-WARD DOG

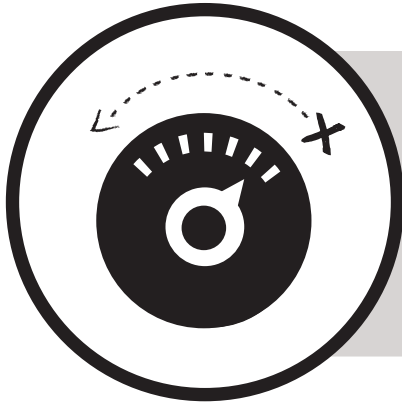
Host a yoga-in-the-dark session. It's a great time for meditation and self-reflection - in the dark!



## THE FAMILY FOUR-PACK

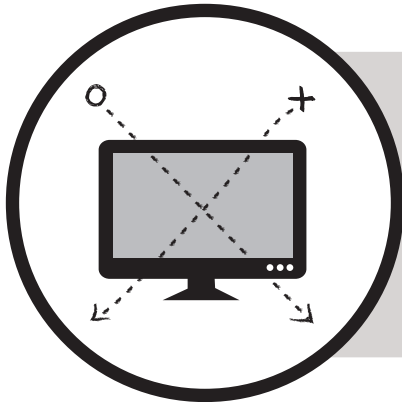
Get your children involved!

- Read books about the Earth and its environment to your children by candlelight.
- Have a homemade sock-puppet show by flashlight.
- Play hide-and-seek in the dark!
- Have a camp-out in your backyard! Roast marshmallows and tell ghost stories!



## THE COOL-DOWN

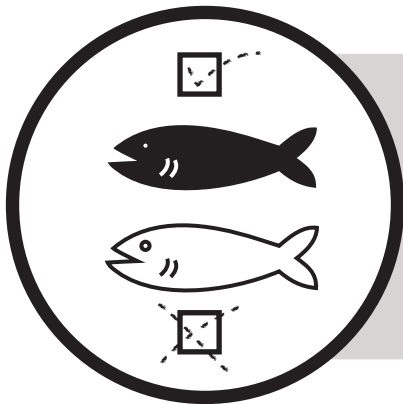
If the weather is still cold and you have the heat on in March, try grabbing a blanket and turning your heat down a few degrees.



## THE PLUG PULL

Unplug your appliances, televisions, night lights, clocks and other electronics before Earth Hour.

# ★ BEYOND THE HOUR PLAYS ★



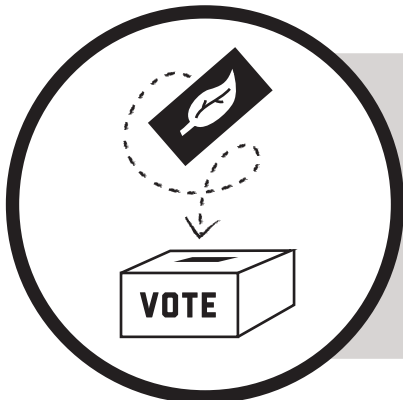
## CODE BLUE

Choose and demand sustainable seafood. Look for the Marine Stewardship Council ([www.MSC.org](http://www.MSC.org)) certification label.



## THE GREEN SQUAD

Get your eco-minded co-workers together and start a green team at work.



## THE BALLOT BOX-OUT

Think about the environment when you vote.



## MIGHTIER THAN THE SWORD

Get together the best student bands on campus and plan an acoustic outdoor concert.



## THE MEGAPHONE

Lobby your local government to take action on an issue that you feel passionately about (ban plastic bags, install charging stations for electric vehicles, switch to renewable energy).



## CITI-ZEN

Work with local government to create a citizen panel on environmental issues.



## THE GROUP HUG

Join the Living Planet Community (<http://community.wwf.ca>) and explore different ways to reduce your carbon footprint.