

## Go-Green.ae launches campaign to promote Earth Hour

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Dubai: Go-Green.ae has launched an online campaign to promote Earth Hour across the UAE on Saturday.

As part of the Earth Hour campaign, people across the world are urged to join the call for action in support of the climate change initiative.

The core message of the campaign is to reach out to people and emphasise the fact that each individual can make a difference in preserving the planet's resources, starting by switching off the lights for one hour as a gesture of support to the cause.

Dubai is one of the first cities in the Arab world to join the Earth Hour programme. Around 1,858 cities, towns and municipalities in 81 countries have already committed to Earth Hour 2009, as part of the world's first global election between Earth and global warming.

The 'Go Green' web portal was launched in July 2008 to remind people to be mindful of and sensitive to the natural environment in our daily life. The main objective of the site is to increase the awareness of environmental issues that affect the future of the planet.

Go-Green.ae features 'Green Stories' that demonstrate the steps taken by corporations as part of their commitment to preserve the planet.

{ GULF News }