



MEDIA RELEASE

CROWN SET TO SWITCH OFF FOR EARTH HOUR

Melbourne, Australia. Wednesday 22 March 2017. On Saturday 25 March at 8:30pm, Crown Melbourne will turn out and dim partial perimeter lighting throughout and inside the Entertainment Complex, along with turning off the famous gas brigades in support of the World Wide Fund for Nature's Earth Hour climate change awareness event.

Now in its tenth year, Earth Hour uses the simple action of turning off the lights for one hour to deliver a powerful message about the need for action on global warming.

"Earth Hour is an important initiative that is being marked in cities around the world and I am proud to announce that Crown will also be supporting this initiative," Mr Barry Felstead, Crown Chief Executive Officer – Australian Resorts said. "A significant number of businesses and landmarks across Melbourne are participating and Crown would certainly encourage everyone to participate, and help send the message that it is possible for businesses and individuals to take action on climate change."

The actions of everyone in relation to climate change will shape the future for our children. They know more about climate change than any other generation. And they have extraordinary views on what they want for their planet.

To date, 172 countries and over 7,000 cities and towns worldwide have committed to turning off their lights for one hour at 8.30pm on 25 March to support the initiative. Earth Hour was first held in Sydney during 2007, when more than 2 million Sydney residents joined the initiative, resulting in an impressive 10.2 per cent drop in energy usage across the usually glittering CBD.

Crown is also encouraging employees to participate in their own homes by turning off lights for one hour from 8:30pm local time on Saturday 25 March

There are many ways you can support the initiative. Practice Earth Hour every day at home, school or work by following the World Wide Fund's online advice or pledge your individual support at www.earthhour.org.

Switch off to #JoinTheFuture.

Please visit www.crownenvironment.com.au to view CrownEarth Environmental initiatives.

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