

## Virtual spotlight to mark Earth Hour on March 27



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**Guwahati 22<sup>nd</sup> March 2021:** Over the last 15 years, the lights-off moment saw entire streets, buildings, landmarks, and city skylines go dark - an unmissable sight that drew public attention to nature loss and the climate crisis. Earth Hour India too resonated with landmark monuments like India Gate, Parliament House, streets, and buildings go dark for an hour. But due to the on-going pandemic, **Earth Hour this year, on 27<sup>th</sup> March 2021**, wants to raise awareness and create the same unmissable sight **online** through a **Virtual Spotlight**. The goal is simple, to make the world see our planet, the issues we face, and our place within it in a new light.

The event, ***'Speak Up for Nature with Shantanu Moitra'*** would be the first of the Virtual Spotlight on Earth Hour day, 27<sup>th</sup> March 2021, between 8:30 pm-9:30 pm on [WWF India Facebook page](#). Conversations around nature and conservation by guests like ***Dia Mirza, Papon, Dhritiman Mukherjee, Saiyami Kher, Ambi Subramaniam, Bindu Subramaniam, Dr. Jayanthi Kumaresh, Kaushiki Chakraborty, Swanand Kirkire, Shreya Ghoshal*** will bring everyone on a common platform to rise and Speak Up for Nature. The event hosted by Hope and Harmony Ambassador of WWF India and celebrated music composer, Shantanu Moitra, will play a key role to promote the need for protecting our planet. The essence of interaction this Earth Hour would be different due to the absence of physical gatherings. Still, virtually the reach will be wider and more accessible to everyone.

India, the 7th largest country globally, is home to a treasure trove of incredible wildlife and is a biodiversity hotspot. As the country embarks on the path of rapid development, India's wildlife, charismatic landscapes, and biodiversity face the constant threat of degradation and fragmentation.

Highlighting the importance of Earth Hour in the post-Covid scenario, **Mr. Ravi Singh, Secretary-General and CEO of WWF India said,** *“This Earth Hour, I would encourage citizens to Speak Up for Nature and lend their support as we strive for a greener, sustainable and a healthier planet.”*

Earth Hour marks a pivotal opportunity for civil society organisations, citizens, nation heads, CEOs and environmentalists to call on world leaders for setting nature on a path to recovery by 2030 for the benefit of all people and the planet. This year Earth Hour will reach out to the audience with its message in 7 languages and urge them to do their bit, as every action, big or small, adds up and makes a difference for our collective home. In addition, a [5-day challenge](#) (**#iMeanGreen**) will engage individuals at all levels, sharing simple yet impactful tips to live more sustainably, preserve the planet’s biodiversity, and fight against climate change.

WWF India’s Philanthropy Ambassadors have also come together for Earth Hour to spread the message far and wide by speaking up for nature: Deep Kalra, Co-Founder and Executive Chairman, MakeMyTrip,

Rishabh Shroff, Partner, Cyril Amarchand Mangaldas, Madhura Visweswaran, Co-Founder of the Redwood Montessori School Llp, & The Redwood Montessori Foundation.



## SWITCH OFF AND **SPEAK UP FOR NATURE**

**YOU** can help protect the natural world  
to safeguard our future. Be part of a  
global lights out movement

– **ACT NOW!**

**8:30PM  
27 MARCH**

[earthhour.wwfindia.org](http://earthhour.wwfindia.org)

**#CONNECT2EARTH #EARTHHOURINDIA**



**EARTH HOUR 60+**

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