

City of Dallas News Release

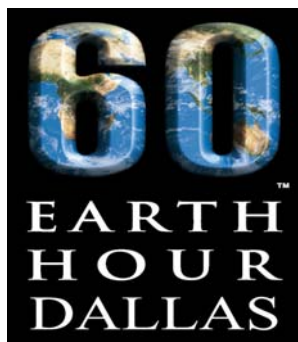
Public Information Office

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City of Dallas

FOR IMMEDIATE RELEASE
Tuesday, March 24, 2009



UPDATE: MANY OF DALLAS' LANDMARK BUILDINGS ARE "UP TO THE MAYOR'S CHALLENGE"

Signature buildings commit to turn out the lights as part of Earth Hour 2009

Dallas, TX—Many of Dallas' landmark buildings making up the signature skyline are up to Mayor Tom Leppert's challenge. Three weeks ago, Mayor Leppert challenged these buildings to turn out their lights as part of Earth Hour 2009 taking place this Saturday at 8:30 pm local time.

To date hundreds of North Texas residents and businesses have made a commitment to participate including many downtown/uptown skyscrapers:

1700 Pacific Avenue (known for its stair step top)

2000 McKinney

Adolphus Tower

Plaza of the Americas

Bank of America Tower (recognizable green neon outline)

Comerica Bank Tower (former Bank One Center; granite barrel vaulted skyscraper)

Energy Plaza (former TXU building)

Fairmont Dallas

Fountain Place (blue-green reflective glass skyscraper with its characteristic pointed top)

Hunt Oil Headquarters (new building with lighted elliptical extending "over" Woodall Rogers)

Hyatt Regency Dallas (known for its mirrored exterior/adjacent to Reunion Tower)

Mercantile Bank Building (ornamental clock tower and spire)

Renaissance Tower (large X lighting design—also known as home to J.R. Ewing's office)

Reunion Tower (signature lighted ball atop the tower)

Rosewood Court

The Tower at Cityplace

Trammell Crow Center (lighted pyramid atop building)

West Village Shopping Center

--more--

In addition, numerous City-owned assets are participating including (among others):

**City Hall
Dallas Central Library
Dealey Plaza
Pegasus red neon sign**

There is still time to participate. Individuals, businesses and organizations can officially sign-up at www.EarthHourUS.org/Dallas

Earth Hour will mark the first time that Dallas' signature skyline and central business district will intentionally go dark. This global initiative, led by the World Wildlife Fund (WWF), aims to increase awareness about climate change and demonstrate that people from all over the world care about the issue.

"Earth Hour is an opportunity to unite with our neighbors around the globe on a singular issue that is important to us all," said Mayor Leppert. "This event complements the work we've been doing with our Green Dallas initiatives and is a symbolic way to make a bold statement about Dallas' commitment to the environment."

For Earth Hour 2009, 2,398 cities in 83 countries have already committed to participate.

Dallas is one of only nine key cities in the U.S. leading the Earth Hour effort along with Atlanta, Chicago, Las Vegas, Los Angeles, Miami, Nashville, New York and San Francisco. Other cities are signing up to participate every day including the Dallas suburbs of Arlington, McKinney and Plano.

Dallas residents throughout the city are encouraged to turn off their lights for the event. The central focus of Dallas' Earth Hour celebration will be the downtown area – watch the famous Dallas skyline dim. Many "watch parties" are being planned in Uptown, Deep Ellum and Oak Cliff including events at the Belmont Hotel and West Village to watch the Dallas skyline turn off its lights. For updated information on Earth Hour events, continue to check the official Dallas page of the Earth Hour web site www.EarthHourUS.org/Dallas.

Lights affecting public safety, such as lights in public spaces and street lights will remain on.

About Earth Hour:

Earth Hour is a global climate awareness event led by the WWF that encourages individuals, businesses, governments and organizations to make a positive statement for the environment by turning off all non-essential lights for one hour—Earth Hour.

All around the globe, city skylines will go dark for one hour as individuals, businesses, government buildings, schools and major landmarks turn off non-essential lighting in what is being called the largest climate awareness event in history.

Earth Hour began in one city—Sydney, Australia—in 2007. During Earth Hour 2008, more than 50 million people in 400 cities on all seven continents turned off their lights as major icons also went dark, including the Sydney Opera House, the Coliseum in Rome, Stockholm's Royal Castle, the Empire State Building and the Golden Gate Bridge in San Francisco. Google turned its homepage black for an entire day in tribute.

About World Wildlife Fund:

WWF is the world's largest conservation organization, working in 100 countries for nearly half a century. With the support of almost 5 million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, stop the degradation of the environment and combat climate change. Visit www.worldwildlife.org to learn more.

About Green Dallas:

The City of Dallas' Green Dallas initiative is aimed at environmental responsibility and encourages both public and private sector involvement. To find out more about how the City of Dallas is an environmental leader and what residents can do to 'build a greener Dallas,' visit the City's green Web site www.GreenDallas.net

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