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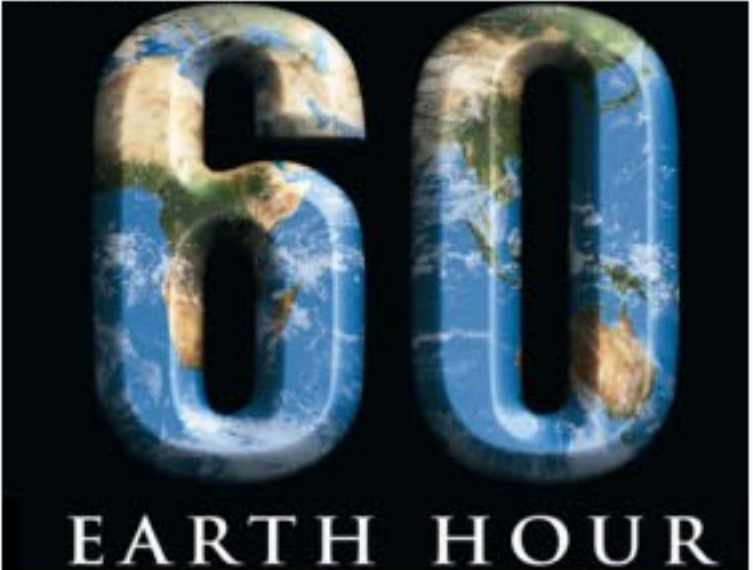
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**EARTH HOUR**

■ ENVIRONMENT



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.

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

Staff Report  
Published: March 24, 2009, 11:14

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.

**Have your say**

*Will you be contributing to this year's Earth Hour on Saturday? Tell us what you will doing by filling in the comments form below.*

**Your comments**

Great initiative by a great portal. Thanks for the huge repository of information available through the portal.

**Pooja**  
Dubai, UAE  
Posted: March 24, 2009, 16:37

This is a great initiative. I saw go-green.ae and found the information very useful. Good Job!

**Cathy**  
Dubai, UAE  
Posted: March 24, 2009, 14:50

Yes I will be participating, and will inform everyone I can to turn off lights, taps and cars to spend that time outdoors.

**Paavani**  
Dubai, UAE  
Posted: March 24, 2009, 13:37

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**EARTH HOUR**

>> [Lights go out worldwide for Earth Hour; Google goes black](#)

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- >> [City of Lights turns into City of Darkness](#)
- >> [Dubai gearing up for Earth Hour campaign](#)
- >> [The origins of the Earth Hour campaign](#)
- >> [Environmental tips: What to do when the lights go back on](#)
- >> [Just who is taking part in Earth Hour?](#)
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- >> [Dubai to switch off lights tonight for Earth Hour](#)
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Dubai Metro