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Go-Green.ae Launches Global Campaign to Promote Earth Hour

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DUBAI, United Arab Emirates and NEW YORK, March 26, 2009 (GLOBE NEWSWIRE) -- Go-Green.ae has initiated an online campaign to promote the Earth Hour, from 8:30-9:30 p.m. local time on Saturday, 28 March 2009.

According to Sharad Agarwal, CEO of Go-Green.ae, "The core message of the campaign is to reach out to people and emphasize 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."

1,858 cities, towns and municipalities in 81 countries have already committed to VOTE EARTH for Earth Hour 2009, as part of the world's first global election between Earth and global warming.

In the United States, landmarks like the Santa Monica Pier Ferris wheel, the Las Vegas Strip and New York City's Empire State Building will darken for an hour Saturday evening. Around the globe, sites such as the Eiffel Tower and Notre Dame Cathedral in Paris, Rome's Coliseum, the Sydney Opera House in Australia and Jordon's King Hussein Mosque will be cloaked in darkness.

'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. Global organizations such as Panasonic, Orange, Toshiba, Cisco, Discover, Dell, HSBC, Google, Emirates Airlines, Marriott, Hotels and Resorts Intercontinental Hotels, Grand Hyatt, Zipcar, Nissan and Mazda share their 'Green Innovations' online.

The 'Green Heroes Program' gives credit and encouragement to individuals who have contributed in the fields of renewable energy, energy efficiency and sustainability.

Go-Green.ae is updated 24/7 with information relating to news, events, technologies, videos, web resources and success stories in the field of energy conservation, sustainability and environmental protection.

Go-Green.ae is a Cyber Gear (www.cyber-gear.com) initiative and is part of the Corporate Social Responsibility Program. Go-Green.ae recently won the Alternate Energy Award at ADIPEC, in recognition of its contribution to promoting environmental awareness.

This release can also be viewed at http://www.pressreleasenetwork.com/newsroom

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