



New York State Senate Office of Senator José M. Serrano

29th Senate District
157 E. 104th Street
New York, NY 10029

FOR IMMEDIATE RELEASE:
March 28, 2014

Media Contact: George Damalas
(212)828-5829/Damalas@NYSenate.Gov

Senator José M Serrano, Yoko Ono and Elected Officials Urge New Yorkers to Flip the Switch for Earth Hour

*Senator Serrano Encourages New Yorkers
to Turn Off Lights this Saturday for Earth Hour*

(New York, NY)- Senator José M. Serrano, together with world-renowned entertainer and environmentalist, Yoko Ono, and elected officials have joined together today to encourage all New Yorkers to participate in Earth Hour, tomorrow, March 29th, from 8:30pm to 9:30pm.

Earth Hour is an international call to action, whereby participants turn off their lights and electronics for one hour as a visible act of solidarity in an effort to combat global climate change. It has become a worldwide phenomenon that grows bigger every year with more and more cities across the globe participating. By reducing overall power consumption for an hour, and thereby reducing fossil fuel usage at power plants, Earth Hour has a real and lasting effect around the world.

"I am urging all New Yorkers to turn off their lights and electronics in celebration of Earth Hour. By joining our friends and neighbors in this fun and meaningful event, we can assist the world-wide effort to lower pollution and help combat global climate change," said Senator Serrano. **"I'd like to thank Yoko Ono and all of my colleagues in government for helping to make Earth Hour 2014 bigger and more participatory than ever before!"**

Since 2007, when Earth Hour was initiated by the World Wildlife Fund in Sydney, Australia, this campaign for action on climate change has grown tremendously. What started out as a small, yet noble initiative in one country, has now evolved into an event celebrated by 7,000 cities and towns throughout 154 countries on all 7 continents. Switching off lights for Earth Hour is not limited to homes and businesses. Over 3,000 iconic landmarks across the world, including the Eiffel Tower in Paris, the Big Ben in London, and the Empire State Building in New York all go dark in celebration of Earth Hour. This year, for the first time ever, Times Square will also go completely dark!

Over the past several years, Senator Serrano has sponsored a resolution in the New York State Senate commemorating Earth Hour. This year, the [Earth Hour resolution](#) will also be presented in the New York State Assembly by Assemblymember Linda B. Rosenthal. Additionally, Senator Serrano has filmed a [Public Service Announcement](#) to help raise awareness for this year's Earth Hour.

Yoko Ono said, "join Earth Hour 2014 and turn off your lights at 8:30 pm local time for one hour on Saturday, March 29th. I will be thinking of all of you when I do it here in my apartment."

"Every year, we observe Earth Hour to symbolically demonstrate our collective commitment to stopping climate change and its negative impact on our environment," **said Assemblymember Linda B. Rosenthal.** "Earth Hour is a time when individuals switch their lights off to reflect on their contributions to climate change and the impact we are having on the environment. To effectuate any change, we must reduce our dependence on fossil fuels and increase our reliance on clean, safe and renewable energy

sources. New York State must continue to lead by better protecting our natural resources through passing more progressive policies into law."

Manhattan Borough President Gale A. Brewer said, "conservation is easy, and Earth Hour is a great way to raise awareness. By turning off non-essential lights and electronics, we can all save energy, money, and - over the long term - even our planet. Thanks to Senator Serrano for encouraging New Yorkers to each do our part."

"Participating in Earth Hour will have a positive impact on our environment. Even small steps, taken together, add up. I salute the Senator for his leadership on this activity and encourage all Bronxites to participate," **said Bronx Borough President Rubén Díaz, Jr.**

State Senator Brad Hoylman said, "Earth Hour gives people around the world the opportunity to slow down, unplug, and think about the impact of their energy consumption on our planet. Thank you to Senator Serrano for raising awareness in New York about this opportunity for individuals to take action to combat one of our world's greatest challenges. By forgoing non-essential electronics for just one hour this Saturday, New Yorkers will contribute to a global reduction in energy use and help protect our shared environment."

"Earth Hour fosters conservation of the Earth's precious natural resources and is a real opportunity for local families to make a tangible contribution to the worldwide reduction of the global carbon footprint," **said Council Member Vanessa L. Gibson**. "For years Senator Serrano has been making a valuable contribution by highlighting Earth Hour and focusing attention on what each of us can do to improve the quality of life we all share by reducing the use of fossil fuels in our daily lives, and I urge families throughout the Bronx to join in Earth Hour on Saturday night."

"Every one of us can do our part to reduce future climate change, and Earth Hour is a great example of how to do so. I want to thank Senator Serrano for championing Earth Hour here in New York, and reminding us all that in addition to thinking big about how to protect the Earth from harm, we also need to think about how our smaller actions affect the world every day. During Earth Hour, we can not only measurably decrease our energy consumption, but raise awareness about our community's typical usage," **said Assemblymember Daniel O'Donnell**.

Council Member Helen Rosenthal said, "Earth Hour is a powerful reminder that small choices in our daily lives can have a meaningful impact. Here's hoping we might actually see the stars in New York City this Saturday!"

"I commend Senator Serrano for spearheading this effort in New York," **said Assemblymember Victor Pichardo**. "Everyone of us has an obligation to protect the environment. I am honored to join in this international effort and promote energy conservation in my district and worldwide."

"Climate change is one of the most fundamental challenges of our time. Earth hour, which requires a relatively basic action, is a simple yet effective way to increase awareness around this critical issue," **said Assemblymember Robert J. Rodriguez**.

"By turning off lights for Earth Hour, we can shine a very bright light on the negative issues affecting our environment, as well as demonstrating how easy it is to make a positive and meaningful change. I am asking all New Yorkers to reach out to all their friends and family and encourage them to join in on Earth Hour 2014 this Saturday," concluded Senator Serrano.

[CLICK HERE](#) for video of Senator Serrano's remarks on the Earth Hour Senate Resolution.

[CLICK HERE](#) for video of Senator Serrano's Earth Hour Public Service Announcement.

For more information about Earth Hour and its positive global efforts, please visit EarthHour.org.

###