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NEXT MEDIA
SERVICES

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**WORLD WIDE FUND, NEXT MEDIA AND PARTNERS LAUNCH EARTH HOUR 2019
TO INSPIRE NATIONAL AWARENESS AND ACTION ON ENVIRONMENTAL
CONSERVATION**

Today, **World Wide Fund for Nature** and **Next Media Services** together with the Ministry of Water, Environment & Natural Resources, National Forestry Authority, National Environment Management Authority, Uganda Wildlife Authority, CocaCola, Sites Travel, Barclays Bank, The New Forest Company, Serena Hotels, FairVentures Worldwide, Environmental Alert and Capital FM ; officially launch **Earth Hour 2019**; an environment campaign, the world's largest grassroots movement for the environment.

This campaign is set to once again unite millions of people around the world and in Uganda to show their commitment to the planet and environment conservation.

Earth Hour aims at mobilizing individuals, businesses and governments to be a part of the conversation and solutions needed to build a healthy, sustainable and future planet for all. In the past decade, Earth Hour has inspired millions to support and participate in critical climate and environmental initiatives, helping drive climate policy, awareness and action. Among its highlights, the movement has helped in the creation of a 3.5 million hectare marine-protected area in Argentina and a 2,700-hectare Earth Hour forest in Uganda.

As Uganda's biodiversity decline in numbers due to habitat loss coupled with the ever-present challenge of climate change, Earth Hour 2019 will focus its efforts on raising awareness and inspiring action on conserving the environment, biodiversity and mitigating the effects of climate change.

This year is set to be another record breaker globally with more than 180 countries and territories coming together to highlight and invite action on the environmental issues that are most relevant to them. We are proud that Uganda is among these countries.

In Uganda, we are mobilizing young people in primary schools to challenge school owners to establish woodlots for firewood to reduce the pressure that schools have on our Forest Cover. We are also encouraging school Owners to adopt the use of the energy saving cook stoves to save energy.

We are working with University schools of Environment and Nature conservation to work with their students to come up with innovations that are going to mitigate the negative effects of climate change but also conserve the environment.

We are also going to work with schools and municipal authorities in the Albertan region to plant 10million trees in a move to restore the Forest cover but also conserve our protected areas.

And lastly, we are mobilizing you, the over 36million Ugandans to Change your lifestyles to protect the environment. Change the way you cook by using energy efficient cook stoves, Change the way you move by adopting a car/Boda free day every week and change the way you consume water by being more economical with it. Most importantly, plant a tree on every anniversary you celebrate.

Next Media Services through its media platform is committed to reaching out to Ugandans with information to help protect and conserve the environment. In so doing, they are ready to work with stake holders as evidenced today and in this campaign to see that this objective is met. Nature is vitally important to everyone's daily lives. It underpins our economic prosperity and development, our health, our well-being and our very survival.

Earth Hour 2019 is the only opportunity to create an unstoppable movement for nature similar to when we come together to tackle disease epidemics. We need a New Deal for Nature and People. We need a new deal for Uganda.

Join this environmental Conservation Movement. Earth Hour 2019, lets Change the way we live to protect our Country but also our planet from a climate Change disaster.

