

BUSINESSES BACK WWF EARTH HOUR CAMPAIGN

STAFF and volunteers of the WWF have gathered support from various companies, non governmental organisations and local businesses confirming their participation in the Earth Hour campaign.

Joining forces in the campaign are Ocean Soaps, Asco Motors, Fiji Development Bank, Fiji Electricity Authority, Vodafone, Greenpeace, and the Australian High Commission, amongst many others.

Besides providing environmental friendly vehicles for the community of Fiji, Asco Motors is also behind the WWF Earth Hour campaign team creating awareness about the global event.

According to Jope Tukutukuvalu of Asco Motors, the company along with its parent body, Toyota is a firm believer in the conservation of the environment.

"With this Earth Hour campaign we are showing support by creating awareness and raising issues which are unheard of. I believe we have a social responsibility to give



Support from Vodafone and FBCL

initiated Earth Hour by

social responsibility to give back to the community and the environment," he said.

The vehicles provided by the company are designed to suit Fiji's climate in terms of economy, environment and conservation.

To mark the event, Asco Motors are negotiating with its western branch to hold a candlelight vigil.

The Fiji Development Bank have also been organising presentations about the issue in conjunction with morning tea at their office.

FDB Public Relations officer Henant Rao said since most people were unaware of Earth Hour they were trying to get the message across by organising such presentations and displaying some of WWF's presentations.

"It's a very important issue not just for the bank but for all FDB staff as well. We all are concerned about the various problems arising as a result of the greenhouse effect and the rising sea level," said Rao.

"Although Fiji and other Pacific Island states are contributing the least towards greenhouse, these states will be the first to be affected. That is a concern," he said.

The bank has already

initiated Earth Hour by switching off non essential lights at all times and as for the night of the event, plans are still in progress.

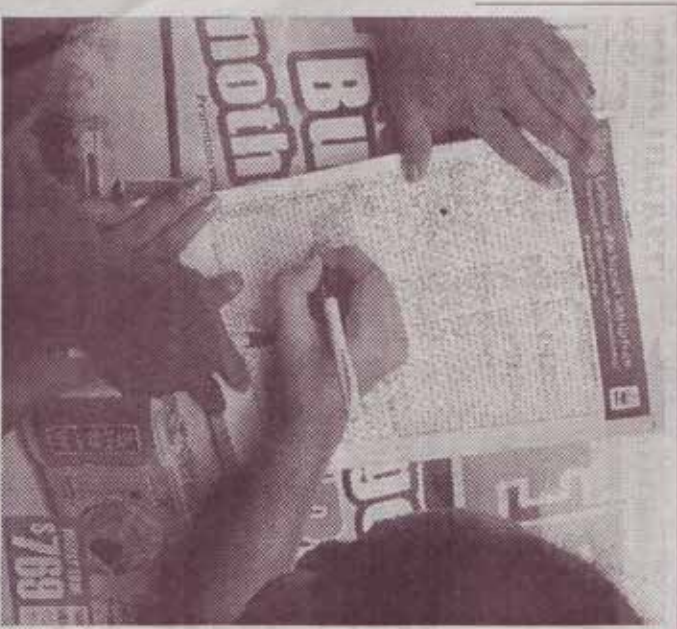
MH Homemaker's car park was used as a base for the recent Earth Hour campaign and according to branch manager Pauliasi Bainivalu, it is important for saving energy and costs.

"For businesses it is very important in terms of profit maximising with the least harm to the environment. Switch off your power, you save energy and you save money," he said.

The Fiji Electricity Authority is reminding its customers about the event with a tear of a slip in the FEA Bill requesting support.

With less than 2 weeks to Earth Hour, people and businesses from all walks of life have shown tremendous support in the Earth Hour campaign and which still continues to progress.

WWF is appreciative to our two major supporters Ocean Soaps and participating media organisations that have come on board to help spread and create awareness of Earth Hour and of the help of all corporates supporting the cause.



A member of the public signs his support for Earth Hour.

WWF staff and volunteers with Earth Hour supporters FBCL and Vodafone.

Energy saving tips Part 3

Other Appliances

- Microwave ovens and kettles are very energy intensive therefore minimise their use.
- Boil only as much water as you need.
- For dishwashing and laundry use full loads and not partial for maximum efficiency.
- Wash clothes in cold water where possible.
- Make use of the sun for drying clothes.
- Leaving a TV on standby overnight uses as much electricity as four hours viewing time

