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FOR IMMEDIATE RELEASE:

Gateway to Silicon Valley Goes Dark for Earth Hour

CUPERTINO, USA - March 23, 2013 – The City of Cupertino proudly joins thousands of cities across the globe by turning off the accent lights of the Don Burnett Bicycle Pedestrian Bridge at 8:30 PM on Saturday, March 31, 2013 for [Earth Hour](#). Built in 2009, this landmark bridge is the western gateway to Silicon Valley.

Earth Hour is a global event founded and organized by the World Wildlife Fund to encourage households and businesses to turn off their lights for one hour to raise awareness and promote action to address climate change. “Last year Cupertino saved XXX dollars by investing in more efficient street lights (or implementing energy saving practices at city hall),” said Orrin Mahoney, Mayor of Cupertino. “By participating in Earth Hour, we hope that everyone can be reminded of the many opportunities that we all have to save energy and money.”

Cupertino invites its residents and businesses to switch off lights and unplug electronic devices during Earth Hour. Before, after, or during the event, Cupertino residents and businesses seeking to continue saving energy year-round are encouraged to sign up for a [Green@Home](#) House Call for residents, or a [GreenBiz](#) site visit for businesses. These free City programs target the largest sources of energy consumption, lighting and plug load. These account for 45% of a home’s total energy use and 75% of a business’. On average, participants save \$200 per year after hosting a House Call, and \$1,000 per year through actions implemented through the GreenBiz Program.

For information on Cupertino’s Green@Home program visit, www.acterra.org/green@home. For information on Cupertino’s GreenBiz program visit, www.cupertino.org/greenbiz.

Cupertino, CA, is a small, suburban community of 58,000 people at the foot of the Santa Cruz Mountains, on the western edge of Silicon Valley. The community is renowned for award-winning public schools and as the home of Apple, Inc. The City is also a [Bicycle Friendly Community](#), recognized by the League of American Bicyclists, and a [Tree City USA](#), designated by the Arbor Day Foundation. For more about Cupertino, and its green achievements, visit www.cupertino.org.

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