



MEDIA ADVISORY

FOR IMMEDIATE RELEASE: March 26, 2010

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Pike Place Market's Famous Clock and Sign to go Dark March 27
Market landmark joins other world-famous iconic landmarks to show concern for global climate change during Earth Hour

WHEN: Saturday, March 27, 2010, 8:30 p.m. – 9:30 p.m.

WHERE: Pike Street at Pike Place

WHAT: Earth Hour, now in its third year, is a way for people around the world to unite to do one simple act—turning out the lights for one hour—to show they care about global climate change. According to the World Wildlife Fund, nearly one billion people turned out the lights for Earth Hour 2009 – involving 4,100 cities in 87 countries on seven continents. Eighty million Americans and 318 U.S. cities participated.

Among the U.S. landmarks that have gone dark for Earth Hour are the Empire State Building, Las Vegas Strip, Golden Gate Bridge, St. Louis's Gateway Arch and National Cathedral in Washington, D.C. International sites have included Big Ben and Houses of Parliament in London; the Eiffel Tower in Paris; Sydney's Opera House; and the Great Pyramids of Giza.

In addition to the Pike Place Market's giant neon clock and Public Market Center sign, the Space Needle and the State Capitol dome in Olympia will take part in Earth Hour.

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