



DOCUMENT EARTH HOUR WITH YOUR CAMERA AND GET A CHANCE TO WIN VALUABLE PRIZES!



On Saturday, March 27, 2010, from 8:30 to 9:30 in the evening, Filipinos everywhere will turn off their lights in a symbolic display of solidarity with the rest of the world. This is called Earth Hour. Its message is simple yet powerful: each of us can make a difference in the fight against climate change.

Last year, the Philippines ranked first among 88 nations in terms of local participation in Earth Hour 2009, by mobilizing over 10 million people in 647 towns and cities.

This year, organizers aim to mobilize 15 million people in 1,000 towns and cities across the archipelago. This means that there will likely be an Earth Hour event in a town or city near you! You can take part, first of all, by turning off your own lights.

You can also make your mark by documenting Earth Hour in your locality, using your mobile phone or digital camera. That way, you can help show the whole world how committed we Filipinos are to united action against climate change. What's more, you get the chance to win valuable prizes!

Here's how:

1. The contest is open to all Philippine-based individuals, aged 15 years and above.
2. To qualify, entrants must register via SMS through 5777. Their respective mobile numbers will serve to tag any number of entries.
3. To register—
 - a. Send to 5777 (Smart & Globe users only) the following text message from your mobile phone:
GREEN(space)REG(space)firstname(slash)middleinitial(slash)lastname (slash) EARTH
Example: green reg Mario/C/Santos/Earth
 - b. Then, turn on your messaging facilities by sending a second text message to 5777 as follows: GREEN MEMO ON
4. There will be two categories: photo and video. Digital cameras and cellular phones may be used. All entries must be about an Earth Hour event (taken between 8:30pm and 9:30pm on March 27 or other related activity undertaken in line with Earth Hour and which captures the spirit of Earth Hour).
5. To submit multiple entries, one must label each one as follows:
 - a. For photo entries: 09xx-xxxxxxx-p001, 09xx-xxxxxxx-p002, etc.
 - b. For video entries: 09xx-xxxxxxx-v001, 09xx-xxxxxxx-v002, etc.
6. Photo entries for digital cameras must be submitted in 8R prints or in 4R prints for cellphone cameras. Send all entries with a copy in CD format, which includes the name, registered mobile number, address, email, category and signature of the entrant. Entrants need to submit a brief description of the event/activity captured in photo/video (no more than 50 words).
7. Video entries must be no shorter than one (1) minute and no longer than three (3) minutes each. They must be submitted as mpeg or avi files with live or recorded audio or music, in DVD format, then stored in a hard plastic DVD case. Name, registration number, address, email, mobile number, category and signature of the entrant must be written on both the DVD and its case
8. Photo and video entries must be submitted by March 31, 2010 (or at least postmarked if sent through mail on the said date) to:
Earth Hour Secretariat
6/F PNOB Building 6, Energy Center
Merritt Road, Ft. Bonifacio
Taguig City, Metro Manila
9. The top sixty (60) entries—30 digital photographs and 30 videos—will be included in the official Philippine audio-visual report to the global Earth Hour Secretariat and will be posted on www.earthhour.org. In addition, the most interesting entries that capture the spirit of Earth Hour will be gifted with cellphones, DVD players and official Earth Hour t-shirts as tokens of our appreciation.
10. Awardees will be notified by email and via SMS (text) from 5777. To claim their prizes, awardees should show the text message or email sent by the Secretariat confirming their awarded entry and bring one legal ID with photo (SSS, driver's license, passport or school ID.). Provincial awardees will claim their prize at a designated area to be provided by the Secretariat.
11. All entries become the property of Earth Hour Philippines.

Switch off your lights.

March 27, Saturday
8:30pm - 9:30 pm

