

THIS  
**EARTH HOUR**  
 #CONNECT2EARTH



SWITCH OFF AT  
**30 MARCH 2019**  
**8:30PM**  
 earthhour.org

**60+**  
 EARTH HOUR

29/03/2019

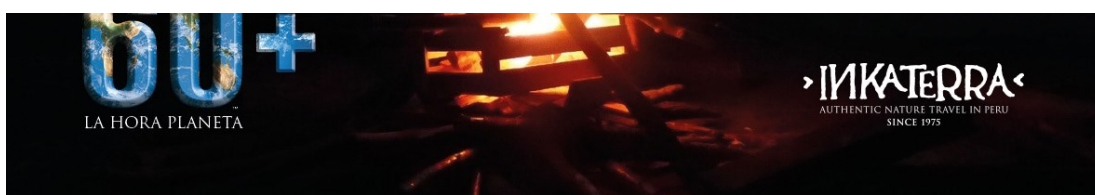
## EARTH HOUR 2019

On Saturday 30th March, we will be taking part in the significant 'La Hora del Planeta' (*Earth Hour*) to make a contribution to helping the planet both environmentally and socially.

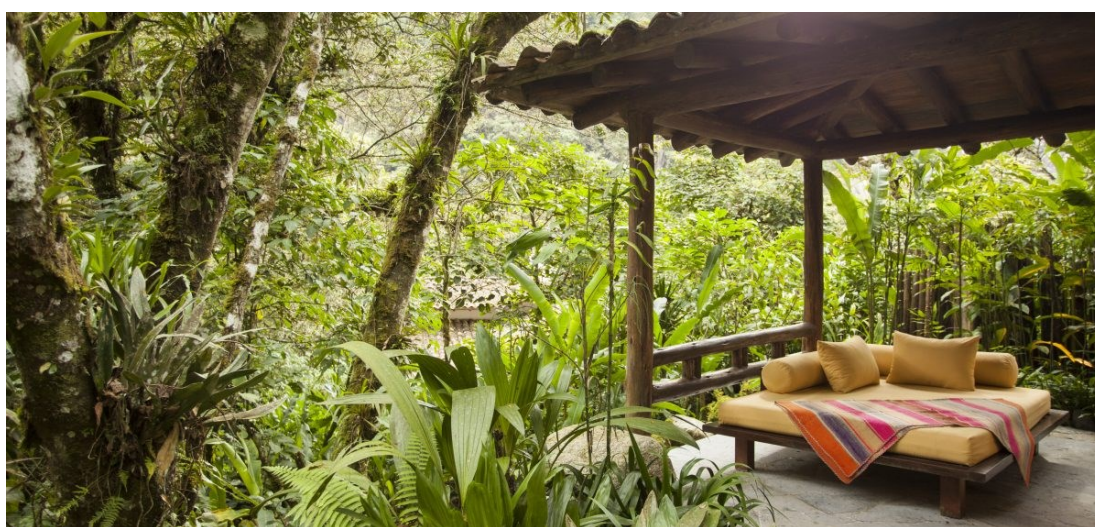
Earth Hour is the largest global initiative championing environmental conservation, and this year the objective is even greater than before:

To raise awareness of climate change and warn about its extremely destructive effects on the environment

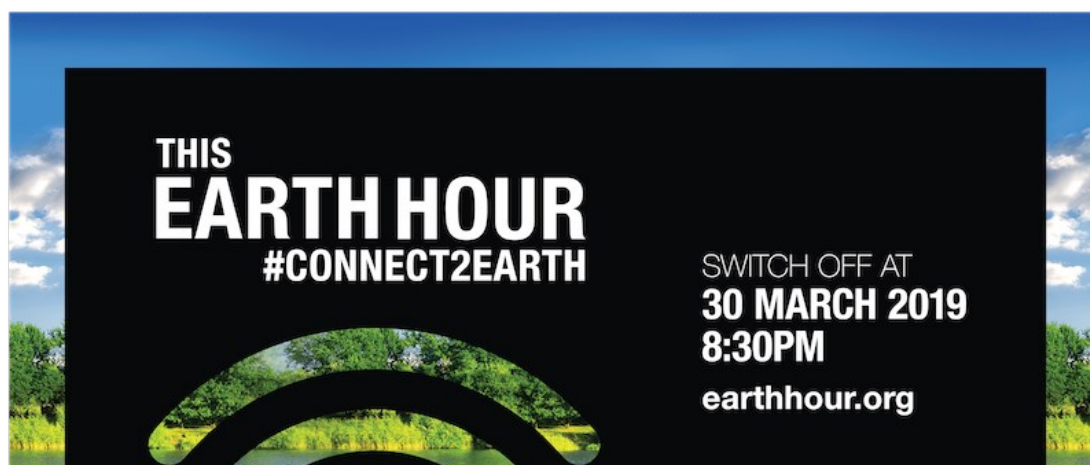




Across all of our lodges between 8:30 pm and 9:30 pm on Saturday 30th March we will be switching off the lights and observing the important 60 minutes wherever possible. Throughout the weekend to celebrate Earth Hour each Inkaterra hotel will have its own programme of activities, which guests, staff and the local communities are invited to join, in conjunction with all other conservation efforts. At Inkaterra Machu Picchu Pueblo Hotel and El Mapi by Inkaterra there will be reforestation projects taking place with some of the students and children of Machu Picchu Pueblo and much more.



Earth Hour began in 2007 with 2.2 million people in Sydney Australia turning their lights off in unison for one hour to bring awareness about climate change. Since then, this number has increased exponentially and in 2009 8 million Peruvians joined the movement for the first time, a brilliant time! Political and business support for the event has been growing rapidly. During the hour the world's largest and most impressive landmarks like the *Eiffel Tower*, *Buckingham Palace*, the *Empire State Building* and *Christ the Redeemer* will have their lights turned off to show their commitment to the planet during Earth Hour.





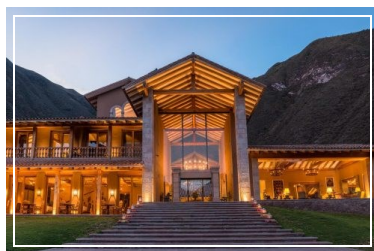
Encourage your friends and family to take part this year. We invite you all to join us for this momentous occasion by switching off your lights, or all of your power, for one hour this Saturday. Light some candles and enjoy an activity free from devices. The movement is already underway and it is important to keep sharing the message. Share your experience with us and others, by tagging @inkaterrahotels and using the hashtag **#CONNECT2EARTH!**



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