



Press Statement
For Immediate Release

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JO DEE MESSINA DEBUTS NEW SINGLE AS NASHVILLE'S LIGHTS GO OUT FOR WWF'S EARTH HOUR

Music City Joins 3,900 Cities Worldwide in Historic Call to Action on Climate Change

NASHVILLE, Tenn., March 28, 2009 – More than 270 of Nashville's landmarks, buildings and businesses went dark for one hour tonight as the city participated in World Wildlife Fund's Earth Hour, the world's first global vote for action on climate change.

Award-winning, multiplatinum recording artist Jo Dee Messina debuted her new single, "Shine," in front of a crowd of thousands gathered at the Sommet Center Plaza. Messina performed the new single, from her upcoming *Unmistakable* album, moments after downtown's historic Lower Broadway and major skyscrapers went dark for Earth Hour.

At 8:30 p.m., Mayor Karl Dean, Messina and WWF officials turned off the lights of the Sommet Center needle, beginning the cascade of neon and other nonessential lights going off at honky-tonks, restaurants and skyscrapers throughout downtown Nashville and across the city.

"From every corner of the city, Nashvillians came together to send a clear message about our environment by turning off their lights," Dean said. "We are committed to becoming a leading city for sustainable living – clean air, clean water and plenty of preserved open space. And tonight, we looked beyond our city limits and joined the citizens of Hong Kong, Chicago, Rome, Beijing, Nairobi, and hundreds of other cities to make a statement that it takes all of us working together to address climate change."

Messina, the Nashville Earth Hour 2009 celebrity spokeswoman, told the Sommet plaza crowd that she turned her lights off at home before she headed downtown, and she hoped they all did the same.

"I've been working hard to tell my fans and fellow Nashvillians about Earth Hour, so I hope the message has been getting through," Messina said. "There's no question about it, though – the message has been sent loud and clear tonight as the beautiful lights of downtown Nashville turned off for one hour. Climate change is one of the most urgent issues facing the world today. And I'm proud to join all of you here tonight, and millions around the world, to call on our leaders to take action."

Other Nashville celebrities supporting Earth Hour include Lady Antebellum, Ashley Judd, Amy Grant, Vince Gill, Big Kenny, Nanci Griffith, Dierks Bentley, SHeDAISY, Wynonna Judd, Jars of Clay, Kathy Mattea, Terri Clark, Michael Nouri, Little Big Town and Emily West.

- more -

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Nashville is one of 10 U.S. cities leading the global effort to show support for action on climate change. In December 2008, WWF announced that Nashville would serve as an official flagship city for Earth Hour 2009. The other U.S. flagship cities are Atlanta, Chicago, Dallas, Las Vegas, Los Angeles, Miami, New York City, San Francisco and Washington, D.C. Nashvillians joined the global movement that has spread to more than 3,900 cities in 88 countries.

“This will be a pivotal year in the future of our planet as we look to Congress, President Obama and global leaders to take immediate and decisive action on climate change,” said Carter Roberts, CEO of World Wildlife Fund. “Having Nashville go dark for Earth Hour sends a powerful message to the world that the U.S. is ready to assume a leadership position in solving one of the most serious challenges facing our planet today. By turning out the lights, the people of Nashville have cast a vote in support of the future of the Earth.”

Beginning at 8:30 p.m. on March 28, individuals and organizations around Nashville turned off nonessential lighting on some of the city’s most recognizable structures and businesses, including:

- The Parthenon
- Schermerhorn Symphony Center
- Country Music Hall of Fame and Museum
- AT&T Building
- L&C Tower
- State Capitol
- Union Station Hotel
- All Ingram companies (U.S., Canada, and the U.K.)
- Metro Courthouse
- The CMT billboard at the West End/Broadway split
- Caterpillar Financial Center
- Nashville Songwriters Association International
- CMT
- Loveless Café
- LP Field
- Bluebird Café
- Adventure Science Center
- Shelby Street Pedestrian Bridge

Many of Nashville’s historic Lower Broadway and Second Avenue honky-tonks and restaurants also went dark, among them:

- Tootsie’s Orchid Lounge
- Wildhorse Saloon
- Hard Rock Café
- The Stage on Broadway
- Jack’s Bar-B-Que
- Legends Corner
- Robert’s Western World
- Ernest Tubb Record Shop
- Layla’s Bluegrass Inn

Universities, schools and churches across Nashville also flipped the switch, including:

- Vanderbilt University, Belmont University, Lipscomb University, Nashville State Community College, Nossi College of Art
- Croft Middle Design Center, Bellevue Middle School, Inglewood Elementary School, J.T. Moore Middle School, The Harpeth Hall School, Montgomery Bell Academy, University School of Nashville

- more -

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- First Baptist Nashville, Holy Trinity Community Church, Cathedral of the Incarnation

Earth Hour began in 2007 in Sydney, Australia, when 2.2 million homes and businesses turned their lights off for one hour. In 2008, Earth Hour went global. More than 50 million people turned out their lights. WWF's Earth Hour 2009 is being hailed as the biggest ever global movement – a vote for the future of planet earth. Hundreds of millions of people took part by switching off nonessential lighting for an hour. Cities from Las Vegas to Sydney, from Cape Town to Beijing participated. And many of the world's most iconic landmarks went dark, including the Golden Gate Bridge, the Empire State Building, Sears Tower, the Eiffel Tower, Niagara Falls, and the Edinburgh Castle in Scotland.

Presenting sponsors for Earth Hour Nashville are *The Tennessean* and TennesseeGreen.com, NewsChannel 5, Lamar Outdoor Advertising, Nashville Electric Service, Lightning 100's Team Green, the Nashville Predators and the Sommet Center. National partners for WWF's Earth Hour 2009 are Esurance, Cox Enterprises, The Coca-Cola Company, Wells Fargo and Hewlett-Packard.

More information about Earth Hour can be found at www.EarthHourUS.org and www.EarthHourUS.org/Nashville.

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Note to Editors:

To access before/after photos of **Nashville going dark**, a complete list of businesses and buildings that participated in Earth Hour Nashville, and other media resources:

- Visit www.mpf.com/clients.
- Username: earthhour (all lowercase)
- Password: media

To access before/after photos and video footage of **cities around the world going dark**:

- Visit <http://imgdropbox.interfacevideo.com>
- Username: ImageHighlights (not case sensitive)
- Password: mediaimages (all lowercase)

About World Wildlife Fund and Earth Hour

Earth Hour (www.EarthHourUS.org) is a global initiative of WWF in which millions of people around the world will cast a vote in favor of action on climate change by turning off their lights for one hour on March 28, 2009, at 8:30 p.m. local time. By voting with their light switches, Earth Hour participants sent a powerful, visual message to their leaders demanding immediate action on climate change. WWF is the world's leading conservation organization, working in 100 countries for nearly half a century. With the support of almost 5 million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, stop the degradation of the environment and combat climate change. Visit www.worldwildlife.org to learn more.

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