

## Fireflies commit to turning off 'glow' for Earth Hour 2011

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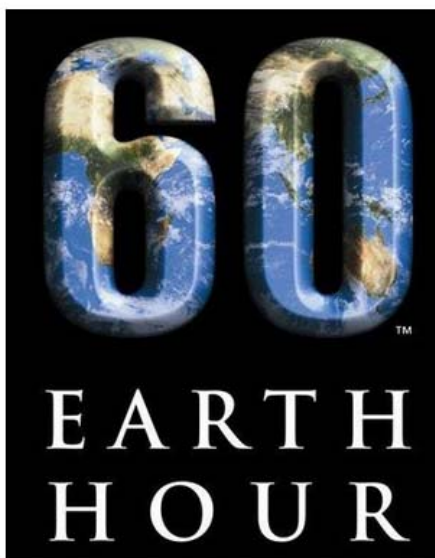
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Keep Martin Beautiful and The Firefly Group team up to support Earth Hour 2011, and ask other local businesses, organizations and families to join them.

PALM CITY — The Firefly Group and non-profit community organization Keep Martin Beautiful have teamed up to encourage the community to see the world in a whole new light by participating in Earth Hour 2011. On Saturday, March 26, join the global movement by turning your lights out from 8:30 to 9:30 p.m. in an effort to fight against global warming.

Earth Hour began in Sydney, Australia in 2007 with 2.2 million people turning off their lights. By 2008, the message went global, inspiring 50 million people as well as global landmarks such as the Golden Gate Bridge, Rome's Coliseum and the Coca-Cola billboard in Times Square, to spend one hour in the dark. The numbers have grown each year and now celebrating its fifth anniversary, Earth Hour 2011 is aiming to reach nearly 1.3 billion people in 4,616 cities and towns in over 120 countries. Earth Hour 2011 is inviting families, communities, businesses and governments to switch off lights for one hour at 8:30 p.m. on Saturday, March 26 to send the powerful global message that we care enough about climate change to take action.

"Earth Hour is not merely about the one hour without power, it's about making long-term changes to the way we use energy both at school, at work and at home," said Stacy Ranieri, president of The Firefly Group. "Our fireflies (employees) have committed to turn off their 'glow' in their homes for one hour, and we challenge residents and other businesses to do the same," Ranieri added.

If you, your family or your business plan to "go dark" along with The Firefly Group and Keep Martin Beautiful, please show your support by writing on the Facebook walls of either organization at <http://www.facebook.com/TheFireflyGroup> or <http://www.facebook.com/KeepMartinBeautiful>, or sending us an email to [info@fireflyforyou.com](mailto:info@fireflyforyou.com).

Think, for an hour, about how you can incorporate some of these energy-saving habits into your daily life. For more information on Earth Hour 2011, visit <http://www.earthhour.org>.

## About The Firefly Group

The Firefly Group is a public relations and marketing firm servicing businesses, landowners, non-profit organizations and government agencies. With a focus on providing comprehensive, strategic and sustainable solutions, Firefly works with clients to identify ways to successfully meet their organizational and project goals and objectives through effective communications. Industry areas include: agriculture, energy, environment, government, marine/water, non-profits, science/education, small businesses and sustainable community development. For more information call 772-287-5272, visit <http://www.fireflyforyou.com>, follow us on Twitter <http://www.twitter.com/FireflyGroupPR> or find us on Facebook <http://www.facebook.com/TheFireflyGroup>.

## About Keep Martin Beautiful

Keep Martin Beautiful is a 501(c) (3) non-profit community organization founded in 1994. Its mission is to preserve and enhance the quality of life in Martin County through litter prevention, promotion of recycling, improvement of solid waste management practices, and beautification and community revitalization activities. KMB signature events and programs include the annual Environmental Stewardship Awards Ceremony, International Coastal Cleanup, Great American Cleanup, Adopt-A-Road program, Adopt-A-Street program and other educational and outreach activities. For more information call 772-781-1222, find us on Facebook at <http://www.facebook.com/KeepMartinBeautiful>, follow us on Twitter at <http://www.twitter.com/KMBmartin> or visit <http://www.keepmartinbeautiful.org>.

## About Earth Hour

Earth Hour is a global initiative in partnership with WWF. Individuals, businesses, governments and communities are invited to turn out their lights for one hour on Saturday March 26, 2011 at 8:30 PM to show their support for environmentally sustainable action. Earth Hour started in Sydney, Australia in 2007 through a partnership between WWF Australia, Leo Burnett and Fairfax Media, when 2 million people in one city switched off their lights.

## About WWF

WWF is one of the world's largest and most respected independent conservation organizations, with almost five million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

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