

Edmonton is the Earth Hour Capital of Canada

Nation's sustainability leader chosen from three Canadian finalists

The City of Edmonton has been crowned the Earth Hour Capital of Canada through the World Wildlife Fund's [Earth Hour City Challenge](#), beating out two other Canadian finalists.

Edmonton was one of 33 finalist cities chosen by the World Wildlife Fund (WWF) for impressive actions on climate change. The international jury will now proceed with deliberations to also select a Global Earth Hour Capital.



"It is an incredible honour to have Edmonton selected as the Earth Hour Capital of Canada," said Mayor Don Iveson. "Our sustainability efforts have been plentiful and it is reassuring to be recognized by the World Wildlife Fund for our environmental plans and initiatives."

Edmonton's *The Way We Green* action plan received high scores for its strategies to increase energy efficiency, reduce emissions and save money, while ramping up plans for renewable energy. The jury also recognized Edmonton for its ambitious vision of achieving a carbon neutral future.

"WWF congratulates Edmonton as this year's Canadian Earth Hour City Challenge winner. The City's innovative municipal action demonstrates the leadership our country can, and should aspire to on a national scale," said David Miller, CEO and President, WWF-Canada.

Citizens can also help Edmonton become a winner by participating in the People's Choice [We Love Cities](#) campaign. People can vote for the City of Edmonton in a few ways up until March 20, 2014:

- Post a picture on Twitter of your favourite thing about Edmonton with hashtag #weloveedmonton. There is no limit to the amount of Twitter votes per day.
- Post a picture or video on Instagram of your favourite thing about Edmonton with hashtag #weloveedmonton. There is no limit to the amount of Instagram votes per day.
- Vote by visiting welovecities.org/edmonton. One vote per day.

The awards for the national and global sustainability winners, as well as the We Love Cities campaign, will be presented at the Earth Hour City Challenge Conference and Awards Ceremony in Vancouver on March 27, 2014, which WWF organizes in conjunction with the international conference GLOBE 2014.

For more information visit:

edmonton.ca/weloveedmonton

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