



Media Release

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Lights out for Earth Hour turns spotlight on the bedroom

Queensland is home to the world's first official Earth Hour baby – conceived during last year's climate change initiative.

Born on 29 December 2008, Dane Stuart was born exactly nine months after Brisbane's first Earth Hour last year.

Queensland couple Leanne and Chris Stuart participated in Nova 106.9 Breakfast team's radio promotion which encouraged couples to "get a leg over for Nova".

Leanne and Chris made a special trip to the Nova studios today to introduce baby Dane to the Breakfast team, who were excited to see their cheeky idea proved so fruitful.

"We wanted Brisbane to use Earth Hour as an excuse to get busy, but didn't expect it to result in a baby being born!" said Nova 106.9 announcer Meshel Laurie.

"It's not a bad idea though – more people should follow Leanne and Chris' lead this Saturday at 8:30pm and get a leg over for Nova when Earth Hour rolls around again."

After hearing another bright spark call the radio station saying she and her partner were going to use the time to try for a baby, the Stuart's really turned-on to the idea.

"We had been planning a baby for 2008 and thought why not make the most of the Earth Hour opportunity," Mrs Stuart said.

"A month later we found out we were expecting, and immediately clicked that it happened during Earth Hour.

"Dane is known to our family and friends as the Earth Hour baby.

"Turning the lights out for Earth Hour was a powerful moment in our lives. WWF should be pleased no energy was consumed – from the grid at least!"

The parents of Australia's first official Earth Hour baby have been together for 13 years and married for two years.

"We are preparing for a very different Earth Hour this year – using the dark to catch up on some much needed sleep," Mr Stuart said.



WWF-Australia, who are behind the now-global initiative calling on the power of the people to switch off electrical appliances and lights for one hour to highlight climate change have a target of 1 billion global participants for Earth Hour 2009.

"However you intend to celebrate Earth Hour, make sure you sign up to register your support and Vote Earth at www.earthhourau.org." WWF-Australia spokesperson Nick Heath said. "We look forward to hearing of future Earth Hour babies."

****Media Alert attached for interview, footage and photo opportunities****

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About Earth Hour

On Saturday, March 28, 2009 at 8:30 PM, millions of people around the world will turn off their lights for one hour, Earth Hour, to show how by working together we can make a difference in the fight against climate change. The symbolic event is the highlight of a major campaign to encourage individuals, businesses and communities to take action to cut their emissions on an ongoing basis.

About WWF

WWF-Australia is part of the WWF International Network, the world's largest and most experienced independent conservation organisation. It has close to five million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. This is achieved by working on the ground with local communities, and in partnership with government and industry, using the best possible science to advocate change and effective conservation policy.

The Queensland Government and Brisbane City Council are Sponsors of Earth Hour 2009.