



NEWS RELEASE

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ICONIC NIAGARA FALLS TO GO DARK FOR EARTH HOUR

The world famous Niagara Falls will be dark from 8:30 p.m. until 9:30 p.m. on Saturday, March 27, 2010 in honor of Earth Hour, a global initiative aimed at drawing attention to the issue of climate change. The event urges the turning off all non-essential light by individuals, businesses and organizations around the world.

Niagara Falls will be joined in supporting this program by other landmarks around the nation and the world including Mount Rushmore, the Queen Mary, the Empire State Building, the Golden Gate Bridge, the Eiffel Tower, Sydney's Opera House and the Great Pyramids of Giza and others. 2010 marks the third year of this event which attracted nearly 80 million participants across the United States last year and nearly a billion around the world.

The lighting of the Falls was first attempted more than 140 years ago in 1860 to celebrate a visit by England's Prince of Wales. The Falls are now illuminated nightly until 10 p.m. January through April, and until midnight the rest of the year. In recent years the only occasion the Falls were in darkness was for a few evenings in August 2003 when the lights were turned off to support recovery efforts during a major North American black-out.

Additional information on Niagara Falls can be found at www.niagarafallsstatepark.com and more information on Earth Hour 2010 can be found at www.myearthhour.org.