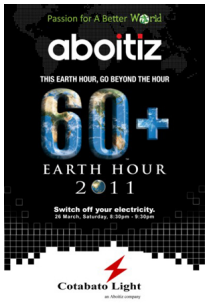

Once again, Cotabato Light and the Aboitiz group as a whole had intensified its campaign on our plight about global warming. This month of March, the company had step up its information drive by partneringwith media such us TV, Radio and Newsprint. Also, communication channels like Facebook and SMS was utilized to inform everyone about this crusade – Earth Hour.

The campaign encourages everyone to take care of our environment and by voluntarily switching off our electricity – we can reduce our energy consumption which in turn will reduce the carbon emission of electric producing-power plants that burn fossil fuel.

As an advocate to this campaign, the Cotabato Light and Power Co. (CLPC) had requested its environment-loving customers and concern citizens to support Earth Hour 2011. This worldwide event was observed on March 26 at 8:30 p.m. by **voluntarily switching off our electricity** for an hour – or more, sending a stronger message to take bolder action against global warming.

Indeed, a number of households in CLPC franchise area had participated in this event. As per data gathered and computations of CLPC engineers, a reduction of about 550,000 watts of electricity was saved. That figure is equivalent to about 2,600 residential customers who had turn-off their lights. The numbers could be small but the big thing is each participating household have known the true value of reducing our carbon footprint to avoid the catastrophic effect of ozone layer depletion and the consequential global warming.

This Earth Hour campaign is for the future of our children and the next generation to

come. This is a worldwide campaign to conserve electricity, reduce carbon emissions and save earth. Let’s give our mother Earth a break - a chance to regenerate herself and renew life. //