

**FOR IMMEDIATE RELEASE**

**March 16, 2010**

**JTE CREATIVE BRINGS ATHLETES TOM BRADY, STEVE NASH  
AND SUPERMODEL GISELE BÜNDCHEN TOGETHER TO  
ENCOURAGE THE WORLD TO PARTICIPATE IN WWF'S EARTH  
HOUR - VIDEO AVAILABLE**

**Global Movement Continues to Gain Momentum with Only 11 Days to Go**

**Thursday, March 11, 2010** – Two-time NBA MVP and Phoenix Suns guard Steve Nash has recently shown his support for WWF's Earth Hour by filming a [video](#) with JTE Creative that encourages people around the world to join him in turning off their lights for Earth Hour on Saturday, March 27<sup>th</sup> at 8:30 pm. He joins fellow celebrity supporters, NFL great [Tom Brady](#), his wife, supermodel [Gisele Bündchen](#) and pop-star Leona Lewis in raising awareness toward Earth Hour, the global call to action on climate change.

Steve Nash Video - <https://www.myearthhour.org/supporters/steve-nash>

Earth Hour continues to gain momentum around the world. To date, 107 countries and thousands of cities on all seven continents have officially signed on to participate in Earth Hour.

In the U.S., Governor's and State Representatives from 23 states have officially pledged their support of Earth Hour. States officially participating in Earth Hour 2010 to date are Arkansas, California, Colorado, Connecticut, Delaware, Georgia, Illinois, Iowa, Kentucky, Maryland, Massachusetts, Michigan, Missouri, Montana, New Hampshire, Ohio, Pennsylvania, Tennessee, Vermont, Washington, West Virginia and Wisconsin. Many cities are taking part as well. Atlanta, Chicago, Cincinnati, Dallas, Denver, Houston, Las Vegas, Miami and St. Louis are among the cities taking part. The list of participating communities includes Huntsville, AL; Lansing, MI; Malibu, CA; Plainsboro, NJ; Portland, OR, Montgomery County, MD; Rochester, NY and Valparaiso, IN. City and state officials have committed to turning off non-essential lighting in state capitol buildings, city halls, governors' residences, and other landmarks.

[U.S. landmarks](#) such as Mount Rushmore in South Dakota, St. Louis' Gateway Arch, Sea World in Orlando, the Las Vegas Strip, New York's Empire State Building and Chrysler Building, the Golden Gate Bridge in San Francisco, Washington D.C.'s National Cathedral, California's Santa Monica Pier and the Space Needle in Seattle are among the hundreds of sites that will turn off non-essential lighting for the hour, in what is expected to be the largest-ever call to action on climate change.

**Note to Editors:**

Footage and photographs of *Earth Hour* 09 being observed are available upon request.

Photos and footage: <https://www.myearthhour.org/news/for-media>

Logos: <https://www.myearthhour.org/tools>

*Earth Hour* 2010 Video: <https://www.myearthhour.org/earth-hour-video>

Follow *Earth Hour* on twitter: [www.Twitter.com/EarthHourUS](http://www.Twitter.com/EarthHourUS)

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**ABOUT EARTH HOUR:**

Since its inception three years ago, [Earth Hour](http://www.myearthhour.org) has captured the world's imagination becoming a global phenomenon. Last year, for *Earth Hour* 2009 nearly one billion people in 4,100 cities in 87 countries on seven continents turned out. In the U.S. alone, 80 million Americans and 318 cities officially voted for action with their light switch. These people and municipalities were joined by iconic landmarks including: the Las Vegas Strip, the Chrysler and Empire State Buildings in New York City, the Space Needle in Seattle, Church of Latter-Day Saints Temple in Salt Lake City, the Gateway Arch in St. Louis and the National Cathedral in Washington DC. International landmarks that turned off their lights included the Great Pyramids of Giza, Parthenon in Athens, St. Peter's Basilica in Vatican City, Big Ben and Houses of Parliament in London, Paris' Elysee Palace and Eiffel Tower, Beijing's Birds Nest and Water Cube, Symphony of Lights in Hong Kong, Sydney's Opera House and Christ de Redeemer status in Rio de Janeiro.

**ABOUT WORLD WILDLIFE FUND:**

WWF is the world's largest conservation organization, working in 100 countries for nearly half a century. With the support of almost 5 million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, stop the degradation of the environment and combat climate change. Visit [www.worldwildlife.org](http://www.worldwildlife.org) to learn more.

**ABOUT JTE CREATIVE GROUP**

JTE Creative Group, LLC was formed in August, 2008 to better serve the global NGO and non-profit communities with proven and experienced VIP/celebrity outreach, creative cause marketing consulting with traditional film and new media production. JTE develops working partnerships between non-profits and celebrity supporters and delivers creative social, political and environmental campaign strategies based off their extensive experience and nurtured relationships.