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CSR Press Release

Katerva Asks Facebook Users Worldwide to 'Donate' Their Status on Saturday for Earth Hour Event

Submitted by: **The Katerva Challenge**

Categories: **Sustainability, Activism**

Posted: **Mar 24, 2011 - 02:33 PM EST**



NEW YORK, Mar. 24 /CSRwire/ - The Katerva Awards - a non-profit organization that bestows annual sustainability awards on innovators across the globe - is asking Facebook® users everywhere to donate the Status on their Profile page to support the **Earth Hour** event on Saturday, March 26.

In honor of Earth Hour, Facebook users can enter the following suggested message for their Status on Saturday:

"SWITCH OFF YOUR LIGHTS FOR EARTH HOUR, 8.30PM in every time zone today. And visit <http://katerva.org> to find out what innovators are doing to save our planet."

Terry Waghorn, CEO of Katerva, says, "Our organization's goal is to identify and award innovations by individuals who are taking the initiative to save our planet. In that spirit, we fully support the Earth Hour event, and we urge people everywhere to do two small things - change their Facebook Status and turn off their lights - to demonstrate their concern about sustainability."

About Earth Hour

Earth Hour started in 2007 in Sydney, Australia, when 2.2 million individuals and more than 2,000 businesses turned their lights off for an hour to take a stand against climate change. Only a year later, Earth Hour had become a global movement, with more than 50 million people across 35 countries/territories participating. In 2010, a record 128 countries and territories joined the global display of climate action. Earth Hour was originated by The World Wildlife Foundation® (WWF), one of the world's largest and most respected independent conservation organizations. For more information, go to <http://www.earthhour.org/About.aspx>.

About The Katerva Awards

The Katerva Awards is an annual competition for the best sustainability efforts in the world. With the participation of an international network of thought leaders and experts, Katerva identifies, nominates, ranks, and recognizes programs based on the World Business Council for Sustainable Development's **Vision 2050** report. Winners are those organizations and individuals making the greatest strides toward a sustainable planet. The Katerva Awards will announce winners in ten categories of sustainability, as well as a Grand Prize Winner and a People's Choice Award winner, at year-end 2011. For more information, go to <http://katerva.org>.

For more information, please contact:

Cheryl Kaften Chief Communications Officer
Phone: 914-238-8566

Klaus Kneale Chief Content Officer
Phone: 1.859.309.1652

Terry Waghorn Chief Executive Officer
Phone: 1.519.473.6891

Tyler Schaeffer Chief Marketing Officer
Phone: 917-975-6005

For more from this organization:

[The Katerva Challenge](#)