



# LIGHT POLLUTION CAMPAIGN

See the Universe in the whole new light



Global warming is now the greatest threat we have ever faced. Light pollution causes us to lose sight of our true place in the universe. But we can make a difference if we act together.

Join Light Pollution Campaign In Earth Hour 2010.  
Switch off your light for 60 minutes on 27 March

Stop global warming before it's too late.  
Enjoy a deep night with the Milky Way arching overhead.



## EARTH HOUR

8.30pm Saturday March 27, 2010  
Planetarium Negara, Kuala Lumpur

For further information, please contact:

National Planetarium  
National Space Agency (ANGKASA)  
Ministry of Science, Technology & Innovation (MOSTI)  
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Fax: +603-2273 5488  
Website: [www.angkasa.gov.my/planetarium](http://www.angkasa.gov.my/planetarium)

Organiser:



Sponsor:



## Light Pollution



**What is light pollution?** You may be familiar with air, noise and water pollution, but light pollution remains something of a mystery. Light pollution comes from a vast pool of night lighting brought on in urban and suburban locations by increasing population, cities, technological growth and competition for advertising space. A shocking photograph of central North America at midnight from a 400-mile-high satellite reveals how wasteful night lighting has become.

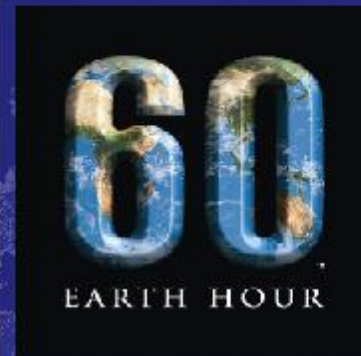
A century ago, the thought that night lighting could cause a threat to viewing the sky was virtually not present. Today, many observatories have had to seek legislation to halt the encroaching light. Astronomers seek to understand the universe by observing extremely distant and faint objects, such as the remotest galaxies and quasars. Sadly, after having travelled many trillions of miles through space, the light from these objects is wiped out by bright cities during the last few thousand feet of its trip to Earth. As a result, astronomy research has become threatened by the everlasting brightening of the night sky by large cities.

The light that hurts our view of the night sky is caused largely by inefficient, poorly placed street, house and building lighting. To help reduce the amount of light spoiling the beauty of the night sky, these lamps can be mounted with properly designed light boxes, shields or covers fixture concentrating light downward where it is needed which eliminates direct glare and upward glow.

In addition to Earth Hour initiated by global WWF against climate change on Saturday, 27 March 2010, a Light Pollution Campaign will be delivered concurrently at National Planetarium, Kuala Lumpur. With increased awareness of the light pollution problem, it is hope that someday soon children will be able to see that the real Milky Way is not just a candy bar but an inspiring sight in the dark night sky.



## About Earth Hour



**On Saturday, 27 March 2010 at 8.30pm**, 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. Earth Hour, led by the world's largest and most experienced independent conservation organisation, reaches out to millions of people around the world illustrating the world communities' support for action on climate change. The event began

in Sydney in 2007, when 2 million people switched off their lights. In 2008, more than 50 million people around the globe participated. In 2009, participation swelled to hundreds of millions as 4,159 cities, towns and municipalities in 88 countries and many of the world's best known landmarks participated.

## Tentative Program

7.00 pm

7.15 pm

8.30 pm

9.30 pm

10.00 pm

Registration

Fun Activities

\*Stargazing

\*Earth Hour Lantern

\*Earth Hour Candle Light

\*Earth Hour Word Puzzle

Switch Off Light for 60 minutes

Lucky Earth Number

Dismiss

