

**AKA – TV**

## **public services**

### **OBN Digital Boards go black for Earth Hour**

22 Mar 2010

The Outdoor Broadcast Network will be turning its Digital Boards off for one hour to honour Earth Hour again this year.

Earth Hour, which began in 2007 in Australia, has grown from 2.2 million homes and businesses turning off their lights, to a global sustainability movement with literally hundreds of millions of homes and businesses turning off the lights in 2009. World landmarks, including the CN Tower in Toronto, have also honoured Earth Hour by going dark.

OBN is a member of the Out-of-Home Marketing Association of Canada which is also supporting this effort. [newsroom@aka.tv](mailto:newsroom@aka.tv)