US-based Australian model Miranda Kerr signs up to switch off for Earth Hour 2011 as a global ambassador and shares how she will go ‘beyond the hour’. At 8.30pm on Saturday 26 March 2011, Earth Hour will celebrate a worldwide commitment to ongoing change for the betterment of the one thing that unites us all – the planet. Earth Hour announced the support of high-profile Australian beauty Miranda Kerr as a global ambassador for 2011. Kerr has committed to switching off the lights for Earth Hour, using her profile globally to promote Earth Hour, and to taking action for the planet ‘beyond the hour’.

Miranda Kerr is one of the most photographed and recognisable faces worldwide. Aside from her work commitments as an international model and businesswoman, Miranda works tirelessly to use her voice and influence to make a positive difference in the world. This year, she joins forces with WWF’s Earth Hour to unite people across the globe to work together with common purpose to protect the one thing we all have in common – the planet.

"Each of us has a responsibility for the sustainability of our planet and each of us can make a difference if we choose to do so,” Kerr said. “I am pleased to be a global Ambassador for Earth Hour this year and I personally will be participating in Earth Hour on 26 March 2011, and will continue to adopt sustainability practices thereafter in my everyday life. Together we can make a difference.”

In 2010 hundreds of millions of people, in 128 countries and territories across the world, took part in Earth Hour. This year Earth Hour asks people to commit to an action, big or small, that they will sustain for the future of our planet, when they switch off the lights at 8:30pm Saturday 26 March.

Earth Hour has introduced an online platform that captures and allows individuals, governments and organisations across the globe to share their actions and thus act as the tool to showcase and inspire commitments to protect the planet.

“This year I will be going beyond the hour by continuing to recycle and by buying organic produce from local farmers markets thereby cutting down on the pesticides and insecticides used on our planet and reducing food miles,” Kerr said.

“Every individual has the power to achieve change in their daily lives,” said Andy Ridley, Co-Founder and Executive Director of Earth Hour. “Miranda Kerr’s commitment to switch off the lights for Earth Hour, and go beyond the hour to take lasting action, is a great example of how we can all make changes that will have a positive impact on our planet.”

Miranda joins present and previous ambassadors for Earth Hour including: The Most Reverend Archbishop Desmond Tutu, UN Secretary-General Ban Ki Moon, actress Cate Blanchett, Brazilian supermodel Giselle Bundchen, singer Tom Jones, Coldplay’s Chris Martin, Chinese Actress Li Bingbing, Pakistan’s cricket legend Wasim Akram, actor Edward Norton, DJ Ferry Corsten, and international footballer Franceso Totti.

About Earth Hour

Earth Hour is a global initiative in partnership with WWF. Individuals, businesses, governments and communities are invited to turn out their lights for one hour on Saturday March 26, 2011 at 8:30 PM to show their support for environmentally sustainable action. Earth Hour started in Sydney, Australia in 2007 through a partnership between WWF Australia, Leo Burnett and Fairfax Media, when 2 million people in one city switched off their lights.

By 2010, Earth Hour had created history as the largest voluntary action ever witnessed with participation across 128 countries and every continent, including the world’s most recognized man-made marvels and natural wonders in a landmark environmental action.

About WWF

WWF is one of the world's largest and most respected independent conservation organizations, with almost five million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

March 26: Earth Hour at 8:30 p.m. local time, Worldwide

Your journey can start here by signing up and adding your voice to the hundreds of millions across the globe who have already spoken with their actions. Check out the inspiring Earth Hour 2011 video to see what the planet's voice looks like. {mosgoogle}

Miranda Kerr to support Earth Hour 2011 as global ambassador

Photo credit (c) WWF/ Chris Colls

Every year Earth Hour asks individuals, businesses and communities worldwide to show their commitment to the environment. This Earth Hour, we hope you will turn off your lights. But when the lights go back on, we want you to go beyond the hour and think about what you can change in your daily life that will benefit the planet. Let's work together to create a better future.