



GODDARD SCHOOLS LOCATED IN THE CUMMING AREA COUNT DOWN TO EARTH HOUR 2011

March 7, 2011

CUMMING, GA (Grassroots Newswire) -- On Saturday, March 26th, at 8:30 p.m. in their local time zone, hundreds of millions of people around the world will turn off their lights for one hour - Earth Hour - in a global call to action on climate change. In preparation for this event, Goddard Schools located in the Cumming area are joining more than 370 Goddard Schools nationwide in a week of learning activities about saving energy and the environment.

Beginning on March 21st, Goddard School children and their teachers will participate in a variety of fun activities, games and lessons designed to increase their awareness of how energy use and daily activities can affect the future of the planet and how they can conserve energy in their daily lives. The week will culminate with a big *Stepping Up for the Environment* event on March 25th at 10 a.m., a day before the global Earth Hour event, when Goddard Schools nationwide will turn off any non-essential lighting for one hour.

“The Earth Hour event is a very real and visible demonstration of the power of grassroots commitment,” says Sue Adair, director of education at Goddard Systems, Inc. “Working with the children in the week before the event will help them understand the significance of Earth Hour, to feel that they are a part of a worldwide effort, and to share the message about this important initiative with their families and their communities.”

In the days leading up to the *Stepping Up for the Environment* event, Goddard Schools located in the Cumming area will integrate learning about the environment into art projects, science lessons and even snack time! Some classes will nominate an official “Lightning Bug,” who will be responsible for always turning off the classroom lights when the children exit the room. Students will also create invitations asking their parents and neighboring businesses to join them in Earth Hour.

“We believe that Earth Hour presents an exciting opportunity for both our teachers and children to take a creative approach to raising awareness about energy conservation and protecting the environment,” says Adair. “The lessons that our children learn today will hopefully inform their lives for years to come.”

Earth Hour began in Sydney, Australia when two million individuals and two thousand businesses took a stand on climate change by turning off their lights for one hour on Saturday, March 31st, 2007. In three years, according to the World Wildlife Fund, one of the primary

sponsors of the event, Earth Hour has grown into the greatest environmental action in history. In 2010, individuals, businesses and governments in 128 countries joined in the event, and more than 1000 of the world's man-made marvels and natural wonders, including the Pyramids in Egypt, Eiffel Tower, Empire State Building, Niagara Falls, Beijing's Forbidden City, Cape Town's Table Mountain, Sydney Opera House, Buckingham Palace and Christ the Redeemer statue in Brazil, stood in darkness symbolizing a landmark moment in the planet's environmental consciousness.

To learn more about Earth Hour, the *Stepping Up for the Environment* event or The Goddard Schools located in the Cumming area, parents are encouraged to visit www.goddardschool.com, call 1-800-GODDARD or contact:

Robin Ray, The Goddard School located in Suwanee,
770-844-6546, Suwanee2GA@goddardschools.com

Shawn King, The Goddard School located in Cumming,
678-455-5151, CummingGA@goddardschools.com

About Goddard Systems, Inc. www.goddardschool.com

Recently named #1 Childcare Franchise in the United States by Entrepreneur magazine, for the tenth consecutive year (January 2011) and one of the Top 200 Franchise Systems (in worldwide sales), by Franchise Times for the fourth consecutive year (October 2010), Goddard Systems, Inc. (GSI) is expanding The Goddard School® network throughout the United States. Headquartered in King of 370+ franchised schools with more than 45,000 students in 34 states. With a successful system in place and dedicated franchisees, GSI is the acknowledged leader in franchised childcare and a premier childcare provider in the United States.

About EARTH HOUR:

Since its inception four years ago, Earth Hour has captured the world's imagination becoming a global phenomenon. Last year, for Earth Hour 2010 over one billion people in 4,000 cities in 126 countries on seven continents turned out. In the U.S. alone, 90 million Americans 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 statue in Rio de Janeiro.