

California landmark, the Queen Mary, goes dark for Earth Hour Mar. 27

LONG BEACH, Calif.; Mar. 17, 2010 – On the evening of Mar. 27, the Long Beach skyline will look drastically different as the city's iconic landmark, the Queen Mary, shuts off her lights from 8:30 - 9:30 p.m. in collaboration with Earth Hour, an international event bringing awareness to climate change and energy conservation.

As this ship's horn marks the start of Earth Hour, the Queen Mary's many exterior lights will be extinguished and interior lights minimized, with hotel guests invited to shut their non-essential stateroom lights off as well as adopt lasting environmentally-friendly practices. Guests and the community can also join a special Earth Hour candlelit reception from 7:30 – 9:30 p.m. with “unplugged” entertainment and organic appetizers and cocktails under the ship's grand smokestacks on the Sports Deck.

No stranger to going dark, the Queen Mary was known as the “Grey Ghost” during her WWII service when she transported troops camouflaged and with her lights off at night to avoid being spotted and fired upon by German submarines. Tours and the museum onboard can provide guests more details on the Queen Mary's unique wartime history.

The ship also adheres to standards set forth by GreenPath®, an environmental management system established by the Queen Mary's management company, Delaware North Companies Parks & Resorts. The program was created in 1992, making Delaware North the first hospitality company to achieve ISO 14001 certification. Each year since, Delaware North has achieved re-certification through a rigorous audit process.

An official program of the World Wildlife Fund (WWF), Earth Hour is open to any institution or individual interested in its global conservation message. For more information on how to get involved, visit www.myearthhour.org.