

Earth Hour India to host 'Pedal for the Planet' cyclothon even



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Earth Hour India, in collaboration with HSBC, BYCS India Foundation, EPAM, GCC, and Decathlon-Guwahati, will host a nationwide cycling event called "Pedal for the Planet" on March 25, 2023. The event aims to raise awareness about Earth Hour and promote a healthier, greener, and more sustainable lifestyle. The event will take place in 12 cities across India, including New Delhi, Mumbai, Chennai, and Kolkata, with the goal of creating the Biggest Hour for Earth. People of all ages are encouraged to participate and support the cause of Earth Hour. Dr. Bhairrvi Joshi of the BYCS India Foundation emphasized the importance of cycling as a solution to the urban challenges of physical, mental, and environmental health. The event will kick off with an 8 km Cyclothon in Guwahati, Assam, organized by WWF-India Assam State Office in collaboration with Guwahati Cycling Community and Decathlon Guwahati.

The objective of the event is to raise awareness about Earth Hour and promote a healthier, greener, and more sustainable lifestyle. Ricky Kej, Face of Earth Hour India 2023, has urged everyone, young and old, to participate in the Pedal for the Planet event and show their support for Earth Hour.

Dr. Bhairrvi Joshi, BYCS India Foundation, stressed the importance of adopting cycling as a means of transportation to tackle the climate crisis and promote a sustainable way of living. The Guwahati Cyclothon will take place on the same day and will cover a distance of 8km, starting from Dighalipukhuri and ending at the same venue.

Earth Hour India is calling on individuals, communities, and businesses to Give an Hour for Earth to create the Biggest Hour for Earth and celebrate the world's largest grassroots environmental campaign. The movement recognizes the role of individuals in creating solutions to the planet's most pressing environmental challenges and harnesses the collective power of its millions of supporters to drive change.

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