Earth Hour Transcript

Music Cue: An upbeat R&B track fades up.

0:00: External shots of the Walgreens store in Times Square during the day time.

0:15: Images from the interior of the store as patrons pour in and shop.

0:20 External shots of Times Square at night. The giant electronic billboard flashes the logo for Earth Hour.

0:44: The sign displays the message: "Walgreens supports Earth Hour, March 27, 2010, 8:30"

0:49: More external shots of Times Square, including other stores, tourists and New Yorkers waking the streets, traffic and policemen.

0:52: Time lapse shot of Times Square as Earth Hour approaches. A graphic in the upper right corner of the video flashes "8:30."

0:58: The lights at Walgreens in Time Square go out. The external screen, the company sign, the interior lights all go dark.

1:15: The only thing remaining illuminated is a small message outside the store reading: "Walgreens has turned off this sign in observance of Earth Hour."

1:20: Exterior shots of Times Square showing that many if not most of the other merchants and advertisers in Times Square still have their lights on.

1:30: At 9:30 the exterior and interior lights at Walgreens in Times Square come back on. A message on the external video sign flashes: "Take Action. Vote Earth."

1:40: Another exterior montage of Times Square. The camera again focuses on the exterior sign at Walgreens which again displays the message: "Walgreens supports Earth Hour, March 27, 2010, 8:30"

1:47: The music and video fades out.