



# EARTH DAY

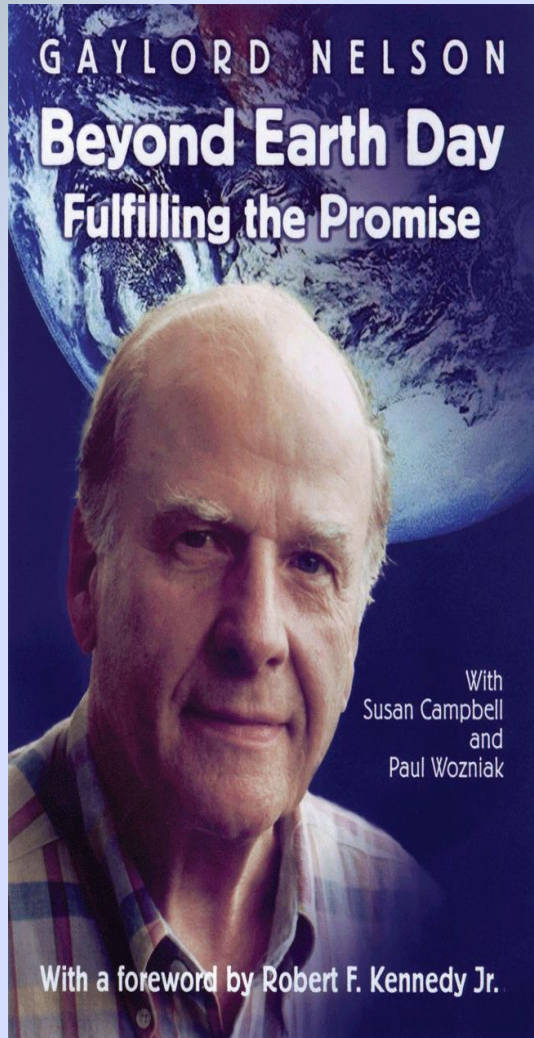
Is every day at NASA

# The history of Earth Day

- On April 22, 20 million Americans participated, with a goal of a healthy, sustainable environment. Denis Hayes, the national coordinator, and his youthful staff organized massive coast-to-coast rallies. Thousands of colleges and universities organized protests against the deterioration of the environment. Groups that had been fighting against oil spills, polluting factories and power plants, raw sewage, toxic dumps, pesticides, freeways, the loss of wilderness, and the extinction of wildlife suddenly realized they shared common values Mobilizing 200 million people in 141 countries and lifting the status of environmental issues onto the world stage.



# The significance of the date



Nelson chose the date as the one that could maximize participation on college campuses for what he conceived as an environmental teach-in. He determined that the week of April 19-25 was the best bet. It did not fall during exams or spring breaks, did not conflict with religious holidays such as Easter or Passover, and was late enough in spring to have decent weather. More students were likely to be in class, and there would be less competition with other events mid-week, so he chose Wednesday, April 22. Asked whether he had purposely chosen Lenin's 100th birthday, Nelson explained that with only 365 days a year and 3.7 billion people in the world, every day was the birthday of ten million living people. "On any given day, a lot of both good and bad people were born," he said. "A person many consider the world's first environmentalist, Saint Francis of Assisi, was born on April 22. So was Queen Isabella.



# EARTH DAY FLAG

- John McConnell is a visionary, a man who, starting in the 1930's, was able to look far into the future. With vitality and verve and a speaking style that punctuated key words, he offered the world advice and guidance for a better quality of life for all species. John McConnell is a man of symbols. He gave to the world two great and lasting symbols: the original Earth Day on the vernal equinox and the Earth Flag. Yet, he is little known by most people. John McConnell is a man who sees connections. He was among the first to draw a relationship between peace through understanding, social justice as a sharing of resources, and environmental preservation. He summarized his life-long mission with the simple phrase: "Peace, Justice, Care of Earth."



A beautiful world  
starts with you

