

NPO aims to make history again this 50th anniversary of Earth Day

In 1970, a *The New York Times* ad helped spark an environmental revolution with a call to action that saw 20 million Americans join national efforts to tackle environmental degradation. On Sunday, 2 February 2020, Earth Day Network ran another full-page ad in the same publication announcing a global day of activism to mark the 50th anniversary of Earth Day on 22 April. The advertisement was run nearly 50 years to the day that the full-page ad in the *The New York Times* used the words "Earth Day" for the first time.

THE NEW YORK TIMES, SUNDAY, JANUARY 18, 1970

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April 22. Earth Day.

**A disease has infected our country.
It has brought smog to Yosemite,
dumped garbage in the Hudson,
sprayed DDT in our food,
and left our cities in decay.
Its carrier is man.**

The weak are already dying. Trees by the Pacific. Fish in our streams and lakes. Birds and crops and sheep. And people.

On April 22 we start to reclaim the environment we have wrecked.

April 22 is the Environmental Teach-In, a day of environmental action.

Hundreds of communities and campuses across the country are already committed.

It is a phenomenon that grows as you read this.

Earth Day is a commitment to make life better, not just bigger and faster; To provide real rather than rhetorical solutions.

It is a day to re-examine the ethic of individual progress at mankind's expense.

It is a day to challenge the corporate and governmental leaders who promise change, but who short change the necessary programs.

It is a day for looking beyond tomorrow. April 22 seeks a future worth living.

April 22 seeks a future.

We are working seven days a week to help communities plan for April 22. We have come from Stanford, Harvard, Bucknell, Iowa, Missouri, New Mexico, Michigan and other campuses.

We are a non-profit, tax exempt, educational organization. Our job is to help groups and individuals to organize environmental programs to educate their communities.

Earth Day is being planned and organized at the local level. In each community people are deciding for themselves the issues upon which to focus, and the activities which are most appropriate.

We can help, but the initiative must come from each community. We have heard from hundreds of campuses and local communities in all fifty states. Dozens of conservation groups have offered to help. So have the scores of new-breed environmental organizations that are springing up every day.

A national day of environmental education was first proposed by Senator Gaylord Nelson. Later he and Congressman Paul McCloskey suggested April 22. The coordination has been passed on to us, and the idea now has a momentum of its own.

All this takes money. Money to pay our rent, our phones, our mailings, brochures, staff, advertisements.

No list of famous names accompanies this ad to support our plea, though many offered without our asking.

Big names don't save the environment. People do.

Help make April 22 burgeon.
For you. For us. For our children.

The Environmental Teach-In, Inc.
Room 200
2000 P Street, N. W.
Washington, D. C. 20036

I enclose \$10, \$20, \$50, _____dollars (tax deductible)
How can I help my community?

Name _____

Address _____

National Staff: Denis Hayes, Coordinator; Linda Billings, Stephen Cotton, Andrew Garing, Bryce Hamilton, Sam Love, Barbara Reid, Arturo Sandoval, Philip Taubman

Full-page ad in *The New York Times* in 1970

[click to enlarge](#)

"*The New York Times* ad changed everything," says Denis Hayes, coordinator of the first Earth Day. "The ad issued a call

to all Americans about the state of our planet. Once it ran, millions of people joined this national effort.”

Like the first full-page ad, Sunday’s ad is a call to action to millions to unite to tackle environmental degradation and the climate crisis of today.

THE 50TH ANNIVERSARY OF EARTH DAY

APRIL 22, 2020

Fifty years ago, 20 million people took to the streets to demand that our government protect the health of our people and our planet.

Out of that first Earth Day came the bipartisan laws that keep us safe.

Earth Day 1970 remains the largest civic engagement event in human history...

...until now.

On Wednesday, April 22, join millions to stand up for the planet.

STAND UP. SPEAK UP. SHOW UP.
EARTHDAY.ORG/EARTHRISE

Fifty years ago, The New York Times ran a full-page ad using the words Earth Day for the first time. The rest is history.


EARTHDAY.ORG

PHOTO: GETTY IMAGES

802860_EarthDay2020_02_22_20_AWS.indd 1

1/28/20 10:40 AM

Full-page ad in The New York Times in 2020

[click to enlarge](#)

“For the 50th anniversary of Earth Day, we need everyone participating,” says Kathleen Rogers, Earth Day Network president. “The first Earth Day led to the creation of the EPA, Clean Air Amendments, Clean Water Act, and Endangered Species Act, and many of our nation’s most important environmental legislation, all passed with overwhelming bipartisan support. In 1970, Earth Day mobilised 20 million Americans. Today, Earth Day is global, and every nation on Earth is participating.”

Earth Day Network is a non-profit organisation with a mission to diversify, educate and activate the environmental movement worldwide. Growing out of the first Earth Day, Earth Day Network is the world’s largest recruiter to the environmental movement, working with 75,000 partners in nearly 192 countries.

For more, visit: <https://www.bizcommunity.com>