
EARTH DAY 2010

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EARTH DAY | APRIL 22, 2010

Earth Day is a launch pad for course-changing, positive environmental action. Since 1970, Earth Day has activated individuals and organizations annually to strengthen the collective fight against man's exploitive relationship with the planet. The Earth Day 2010 campaign aims to combat climate change by driving substantive behavioral change and channel quantifiable action on behalf of the environment.

As the 40th anniversary of Earth Day approaches, the natural environment faces many challenges. Ever increasing human activity has negatively impacted the planet's health and the need to readjust our relationship with the earth has never been so great. But from these challenges has arisen an unprecedented opportunity for our generation – an opportunity for innovation and investment that will catalyze a sustainable clean energy economy. Earth Day 2010 is the next moment to unite the environmental community worldwide to take action against climate change and take steps to perpetuate a green economy.

By coordinating the efforts of individuals, corporations and governments worldwide, Earth Day Network seeks to make April 22, 2010 a public referendum on climate change. Working with 20,000 partner organizations in 190 countries, Earth Day Network has launched a global campaign that will catalyze and connect millions of people and thousands of Earth Day activities.

The first Earth Day in 1970 enlisted 20 million Americans; it was the largest organized citizen action in United States' history. With coordinated events taking place across the country, it is generally credited with launching the modern environmental movement. In 1990, Earth Day Network expanded internationally and organized campaigns in 142 nations. Earth Day now boasts the participation of more than one billion people in 190 countries.

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GREEN CURRICULUM | *Curriculum: The History of Environmental Education*

Earth Day Network developed the Earth Day 40th Anniversary Curriculum, highlighting a history of the modern environmental movement. This curriculum will serve as a tool for engaging schools in Earth Day 2010. The Earth Day Network Education team has created a new, interactive platform to engage students, teachers and the general public on environmental education, which will also be featured on the 40th anniversary Web site. Earth Day Network is engaging educators worldwide to include these materials in their schools.

GREEN SCHOOLS | *Acts of Green at School*

Through the 2009-2011 school years, Earth Day Network working with a range of domestic and international youth service organizations, volunteer groups and corporate partners to plan and execute school greenings for the 40th anniversary of Earth Day. The Educators' Network Web site, via the Earth Day 2010 Web page, features a menu of ideas for up to 100,000 educationally related events. Ranging from recycling campaigns to environmental education lesson plans, these events build on the service component of the Earth Day 2010 campaign, which support organizational and policy initiatives.

HIGHER EDUCATION GREEN EVENTS

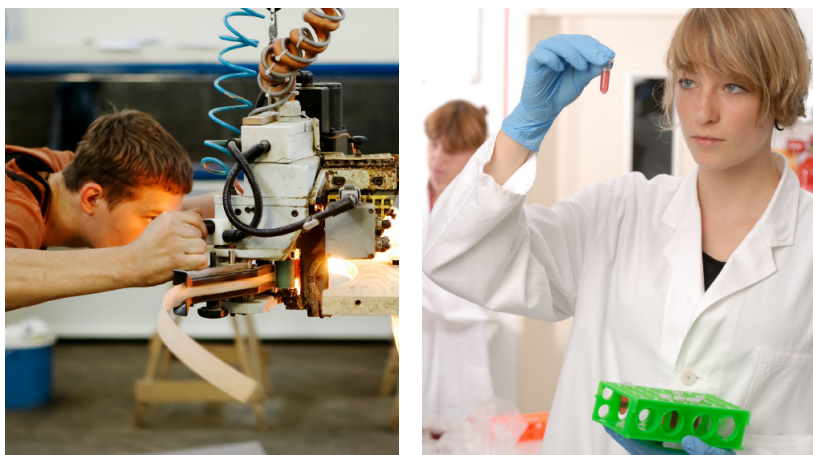
Building on the long standing relationships with partners like Focus the Nation and the Energy Action Coalition, the Earth Day Network Education team is planning hundreds of national and international college campus events. By collaborating with students, professors and school administrations, Earth Day Network encourages campuses to leverage Earth Day 2010 as a collegial means to promote sustainability in the environment. Through on-campus rallies and massive acts of service, the higher education community will strengthen Earth Day Network's U.S. advocacy message, demanding Congress pass comprehensive climate legislation in 2010.

EDUCATION AND EARTH DAY 2010

On April 22, 1970, over 20 million people collected in small towns and major cities across the United States in an event that is generally credited with launching the modern environmental movement. That first Earth Day was part teach-in, part call-to-action and part celebration.

Today, the world is made up of more than 1.8 billion youths. As the challenges facing the planet continue to grow along with this demographic, it is increasingly apparent that this younger generation must learn to live and thrive in a greatly weakened environment. The most impactful way to engage youth about environmental issues is through environmental education.

The type of environmental education organized by Earth Day Network has the proven potential to connect individuals, schools and governments with green spaces around the world. For example, students involved in Earth Day Network programs are recycling, schools are becoming more energy efficient and governments are passing legislation like the United States' No Child Left Inside Act. Building upon this type of cooperation, there is an unprecedented opportunity to harness the energy and power of our youth to fight climate change and build a green future. That opportunity is the 40th anniversary of Earth Day.



EARTH DAY 2010 CAMPAIGN PILLARS

SERVICE

Environmental service is a cornerstone of annual Earth Day activities. Earth Day Network is mobilizing its broad domestic and international community to encourage acts of environmental service in honor of the 40th anniversary of Earth Day. At the core of this service program is the Billion Acts of Green™ initiative, an effort to collect impactful environmental actions from individuals, corporations and governments to send a message to world leaders for urgent, meaningful change for the planet.

Earth Day Network is coordinating large and small-scale projects—from tree plantings to light bulb switch-out campaigns, home energy efficiency retrofits, school greenings and water projects, all geared to lower carbon footprints. In conjunction with community organizations, national, regional and local governments worldwide, actions include broad-based participation by diverse cultures and ethnicities, faith-based organizations, seniors and a global college campus campaign. Actions will be counted toward a Billion Acts of Green™. Global service activities have already begun, but a major series of service projects will be held the weekend before Earth Day – April 17-18, 2010.

ADVOCACY

With the 40th anniversary of Earth Day quickly approaching, the United States has failed to enact a comprehensive climate bill. Each day, government leaders are perpetuating a system that increases our reliance on foreign oil, drives job loss and threatens the well-being of future generations. In the United States, Earth Day Network insists Congress enacts climate and clean energy legislation in 2010. On Sunday, April 25, Earth Day Network and partner organizations will organize a massive climate rally on the National Mall. With the participation from thousands, The Climate Rally is a chance to be heard on climate legislation and tell Washington, it's time to stop protecting polluters, and enact climate and clean energy legislation that will create jobs, reduce carbon emissions and secure America's future.

CELEBRATION

The weekend of April 24, in major cities around the world, hundreds of thousands of citizens are expected to celebrate Earth Day's 40th anniversary. The National Mall in Washington, D.C. is home to the annual flagship event. Rabat, Morocco and several other cities will host official events featuring musical talent, speakers and eco-villages where attendees can learn how to adopt green practices in their daily lives.

ELEMENTS OF EARTH DAY 2010

GLOBAL DAY OF CONVERSATION

On April 22, 2010, the Global Day of Conversation will engage more than 500 mayors and locally elected officials around the world in separate conversations within their local communities on issues of climate, energy and sustainability. Mayors and elected officials are asked to adjourn and join their constituents to discuss how to make their communities and the world more sustainable. This Global Day of Conversation will illustrate the commitment of millions to make the natural environment a priority for 2010 and beyond.

The areas of emphasis include all major environmental issues facing the planet with significant impact at the local level, including energy efficiency, water conservation, transportation and economic opportunity through green jobs and clean industry. By bringing these issues to the forefront, local officials will help bridge the gap that exists in public engagement through education and a course of action.

ATHLETES FOR THE EARTH™

During the Vancouver Winter Olympics, Earth Day Network launched the global Athletes for the Earth™ program. Earth Day Network invites athletes from around the globe to become inaugural members of the Global Athletic Advisory Committee. As environmental ambassadors, athletes commit to driving their communities, teammates and fans to take action on behalf of the planet. Simultaneously, Earth Day Network has asked members of Team USA to sign a petition demanding that U.S. Congress pass ambitious and comprehensive climate legislation in 2010.

Following the Olympic Games, the Global Athletic Advisory Committee will showcase their continued support in the fight against climate change by collaborating and participating in Earth Day 2010. Earth Day Network will deliver the petition to Senate and Congressional leadership in advance of Earth Day 2010.

ELEMENTS OF EARTH DAY 2010

ARTS FOR THE EARTH™

Arts for the Earth™ calls on the creative community to be ambassadors for the planet, communicating to their audiences the ever-growing threat of climate change.

Arts for the Earth™ will:

- Invite artists in multiple disciplines to create works of art to be publicly displayed or performed for Earth Day 2010.
- Nurture museum sustainability and encourage sustainable themes and practices in contemporary art.
- Engage artists to support Earth Day 2010 through public service announcements, opinion articles and direct action initiatives.
- Give awards for notable environmental art projects and for commitments by art institutions.
- Ask artists to organize and sponsor community service projects in their communities.
- Engage the youth population to compose and/or perform an original song for the Song

