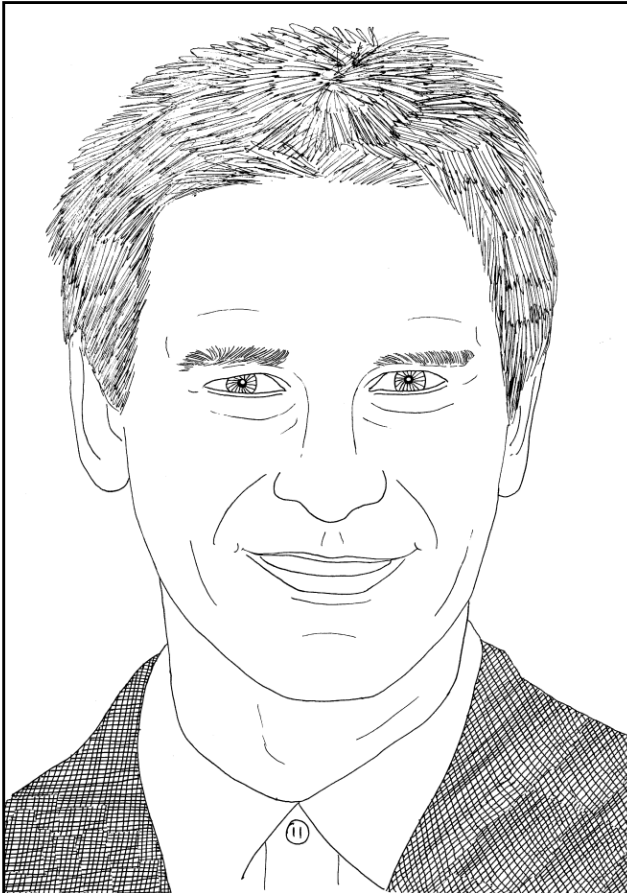


# EARTH DAY - APRIL 22



"When we protect the places where the processes of life can flourish, we strengthen not only the future of medicine, agriculture and industry, but also the essential conditions for peace and prosperity."  
~ Harrison Ford

The environmental movement is one of the most successful social change movements. Popularizing Earth Day celebrations can be credited with bringing the movement to the mainstream. Through grassroots efforts, festivals, fairs, assemblies and concerts have helped popularize concern for our environment in the public's mind. Since so many people participate in Earth Day activities, Earth Day is the perfect opportunity to get people to tap-into the *better world movement*, so that they can find the inspiration and encouragement to continue activities for a more peaceful, just and sustainable world all year long.

When is Earth Day? Actually, there are 3 Earth Days - 3 dates that are dedicated to helping raise awareness about the health and well being of the land, skies and water of our planet Earth. The original Earth Day is celebrated on the Spring Equinox each year (usually it falls on March 20 or March 21 each year). April 22 is the date that most people know as Earth Day. Both of these Earth Days were first celebrated in 1970. In 1972, the United Nations designated June 5 as World Environment Day to commemorate the opening of the Conference on the Human Environment in Stockholm that year, which ultimately led to the creation of the United Nations Environment Programme (UNEP), the main UN body devoted to protecting our environment.

There are many different ecological issues to raise awareness about, on Earth Day and all year long – global climate change, protecting wildlife habitat, preventing pollution and cleaning up polluted air, water and land, conserving our natural resources, and many other issues ... What's your ecological passion?

## Be A Hero For A Better World!

1. Find out more
2. Hold an event to raise awareness and funds for environmental protection
3. Contribute to an organization promoting ecology
4. Reduce, Reuse, Recycle

## Organizations Promoting Ecology

CoOp America - [CoOpAmerica.org](http://CoOpAmerica.org)  
Earth Charter - [EarthCharter.org](http://EarthCharter.org)  
Earth Day Network - [EarthDay.org](http://EarthDay.org)  
Earth First - [EarthFirst.org](http://EarthFirst.org)  
EnvironmentalDefense Fund  
- [EnvironmentalDefense.org](http://EnvironmentalDefense.org)  
Goldman Environmental Prize  
- [GoldmanPrize.org](http://GoldmanPrize.org)

For more information: [www.betterworldcalendar.com/earthday.htm](http://www.betterworldcalendar.com/earthday.htm)

## BetterWorldClubs.com

...every act of compassion makes a difference...every day counts for a better world...

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