



Happy EARTH DAY



WEEK 4 EARTH DAY TOOLKIT APRIL 21-30, 2020

Earth Day 1970

THE FIRST EARTH DAY

The first Earth Day was held on April 22, 1970, with the goal of raising awareness about mankind's role in protection of our planet. Wisconsin Senator Gaylord Nelson and activist John McConnell separately asked Americans to join in the grassroots demonstration. McConnell originally chose the spring equinox (March 21, 1970) and Nelson chose April 22, which ended up becoming the official celebration date.

"It may be hard to imagine that before 1970, a factory could spew black clouds of toxic smoke into the air or dump tons of toxic waste into a nearby stream, and that was perfectly legal. They could not be taken to court to stop it." – U.S. Environmental Protection Agency

[READ MORE](#)

"Earth Day 1970 gave a voice to an emerging public consciousness about the state of our planet" – earthday.org



Gaylord Nelson (Earth Day founder) with William K. Reilly, Earth Day 1990

1970 FIRST EARTH DAY

1 BILLION MOBILIZED FOR ACTION EVERY EARTH DAY

190+ COUNTRIES ENGAGED

"On April 22, we're flooding the world with hope, optimism and action. Will you join us?" - earthday.org

More resources

earthday.org

earthrise2020.org

wehero.co/earth-month/

Donate Here

Earth Day Giving

Your support is critical during this landmark 50th anniversary of Earth Month. With this [simple way to give](#), you can choose from a variety of options to support our member organizations and EarthShare Georgia's mission.

CELEBRATING the **50th** ANNIVERSARY of
EARTH DAY 1970-2020 

[EarthShare Georgia Celebrates Party](#) Date to be determined

[Earth Day Corporate Green Day Challenge](#) SEPTEMBER 18-22

[Earth Day Leadership Breakfast](#) MONDAY, SEPTEMBER 28

www.earthsharega.org



@EarthShareGA

2020 EARTH DAY

SPONSORS & CORPORATE SUSTAINERS

Presenting Sponsor |



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EMERGING |

Rubicon

“Earth Day Celebrations have changed a lot over the years,

and thanks to the hard work of EarthShare Georgia’s local member groups, and those throughout the nation, environmental awareness has been



Laura Turner Seydel and Madeline at the 2019 Earth Day Leadership Breakfast

heightened and significant improvements have been made to care for our natural resources. As we grapple today with the effects of climate change that not only impact our air, land and water and wildlife, but the communities in which we live, celebrating the 50th anniversary of Earth Day in 2020 takes on a new face.”

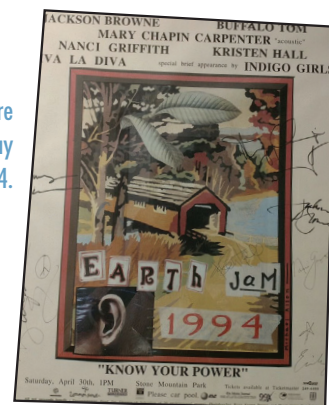
– Madeline Reamy, Executive Director, EarthShare Georgia

[READ MORE](#)



Poster from EarthShare Georgia’s first Earth Day Party in 1994.

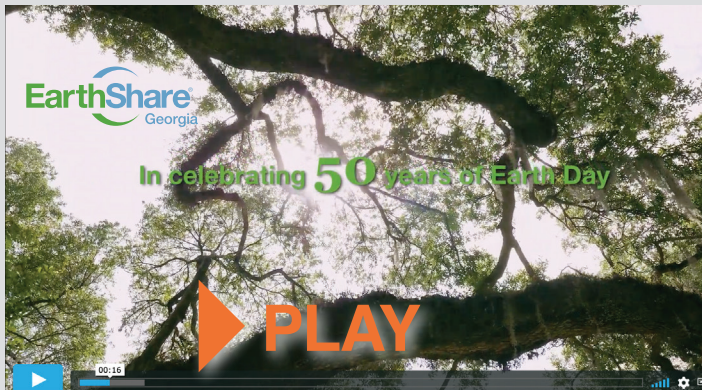
“Share a Coke with EarthShare Georgia”



“Earth Jam” 1994 (see poster above)



EarthShare Georgia LAUNCHES NEW VIDEO



Video produced by Greg Harding Films and funded by the Ray C. Anderson Foundation. Special thanks to Jami Buck-Vance, Michael Halicki, John Lanier, Andrea Pinabell, Nathaniel Smith, Jerry Travers, Trecinia Wiggins, Moniqua Williams and Michelle Wiseman for participating in the interviews.

[WATCH HERE](#)

2019 Outstanding Corporate Sustainer: KAISER PERMANENTE

Since 2006, Kaiser Permanente has been the Presenting Sponsor of EarthShare Georgia's annual Earth Day events, and has provided grants to help support our local member organizations, which combined have provided close to an additional million dollars.



Member Organizations Go Virtual EARTH DAY 2020

Atlanta Audubon Society
[Feathers and Flames:
Relationships Between
Birds and Fire in Georgia
with Malcolm Hodges](#)
Free Webinar
Sunday, April 26
[DETAILS](#)

Keep Georgia
Beautiful
[Earth Month
Contest](#)
*Recycled
materials can
= a cool creation (and maybe
a prize)! Submissions due
by end of April.* [DETAILS](#)

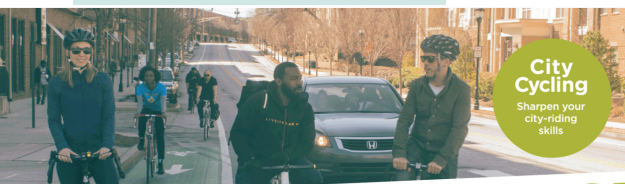


State Botanical Garden of Georgia
[Spring Plant Sale](#)
The 2020 sale will feature many varieties of perennials, shrubs, trees, vegetables and more. The plants will be available for pickup weekdays at the horticulture complex during a designated time. **APRIL 15-29** [SHOP HERE](#)



Atlanta Bicycle Coalition
[Virtual Cycling Course](#)
*Learn where to get a bike
or your bike repaired; how
to do an ABC-Q check;
and more. Wednesdays,
April 22, 29 and May 6
5:30-6:10pm* [DETAILS](#)

Captain Planet Foundation
[Resources for Learning at
Home](#) *Explore the Captain
Planet Foundation's
recommended resources for
learning at home.* [DETAILS](#)



FREE BIKE CLASSES!



Oxbow Meadows
[Adopt a Critter](#)
[DETAILS](#)



Elachee Nature Science Center [Flights of Fancy
Auction](#) *Bid on an eclectic selection of nature-
inspired treasures, exciting adventures and
experiences* **April 16-25** [DETAILS](#)



Member Organizations

WORKING TOGETHER FOR A GREENER GEORGIA

LOCAL

Atlanta Audubon Society
 Atlanta Bicycle Coalition
 Captain Planet Foundation
 Chattahoochee Nature Center
 Chattahoochee Riverkeeper
 Elachee Nature Science Center
 Flint Riverkeeper
 Friends of Georgia State Parks & Historic Sites
 FRIENDS of the State Botanical Garden
 of Georgia
 The Georgia Conservancy
 Georgia ForestWatch
 Georgia Organics
 Georgia Ornithological Society
 Georgia River Network
 Georgia Wildlife Federation
 Keep Georgia Beautiful Foundation
 Macon Museum of Arts and Sciences
 The Nature Conservancy, Georgia Chapter
 The Orianne Society
 Oxbow Meadows Environmental
 Learning Center
 Park Pride
 Reynolds Nature Preserve
 Savannah Riverkeeper
 Sierra Club Foundation – Georgia Chapter
 Southern Alliance for Clean Energy
 The Southern Conservation Trust
 Southface Energy Institute
 Trees Atlanta
 Trout Unlimited, Georgia Council
 The Trust for Public Land, Georgia
 West Atlanta Watershed Alliance, Inc (WAWA)
 Wilderness Southeast

NATIONAL

African Wildlife Foundation
 Alaska Conservation Foundation
 Alliance to Save Energy

American Bird Conservancy
 American Farmland Trust
 American Forests
 American Rivers
 Bat Conservation International
 Beyond Pesticides
 Born Free USA
 Carbonfund.org Foundation
 CERES, Inc.
 Children's Environmental Health Network
 City Parks Alliance
 Clean Water Fund
 Climate Change and Energy Fund
 Conservation International
 Defenders of Wildlife
 Earth Island Institute
 EARTH University Foundation
 Earthjustice
 Earthworks
 Environmental and Energy Study Institute
 Environmental Law Alliance Worldwide
 Environmental Law Institute
 Food & Water Watch
 Forest Stewardship Council – US
 Friends of the Earth
 Friends of the National Zoo
 Green Corps, Inc.
 HawkWatch International
 Institute for Transportation & Development
 Izaak Walton League of America
 The Jane Goodall Institute for Wildlife Research, Education and Conservation
 Land Trust Alliance
 Leave No Trace Center for Outdoor Ethics
 National Aquarium
 National Audubon Society
 National Environmental Education Foundation
 National Fish and Wildlife Foundation
 National Forest Foundation
 National Parks Conservation Association
 National Wildlife Federation
 Natural Resources Defense Council
 Nature Conservancy
 NatureServe
 Ocean Conservancy
 Oceana
 Peregrine Fund
 Pesticide Action Network North America

Physicians for Social Responsibility
 Rainforest Alliance
 Restore America's Estuaries
 Rocky Mountain Institute
 Scenic America
 The Sierra Club Foundation
 Surfrider Foundation
 The Trust for Public Land
 Union of Concerned Scientists
 Wild Dolphin Project
 Wilderness Society
 Wildlife Conservation Society
 Wildlife Habitat Council
 World Wildlife Fund
 Xerces Society
 Yellowstone to Yukon
 Conservation Initiative



Rain Barrel Program SAVES WATER

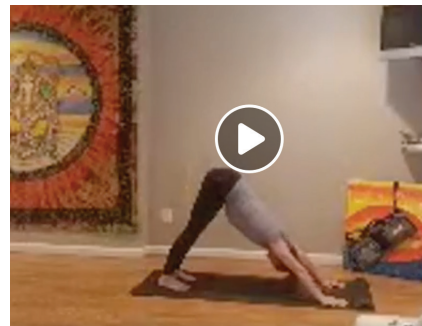
The River Network and Coca-Cola's [Rain Barrel Program](#) has connected more than 150 communities with over 10,000 upcycled rain barrels. "Rain barrels collect free rainwater to water gardens, trees, and lawns. This saves you money on water bills, AND helps reduce demand for energy-intensive treated tap water, limits stormwater runoff and erosion, and saves water for use during droughts. [Installing a rain barrel is one of the easiest ways to reduce your water footprint and help recharge our rivers, lakes, and aquifers.](#)" [READ MORE](#)



A single 55-gallon rain barrel can save up to 1,300 gallons of water every year.

Kaiser Permanente's FREE YOGA CONTINUES

Mondays at 6:30pm on [Facebook Live](#).



Electric Vehicles & Our Planet ZOOM MEETING, APRIL 22



This is a virtual Earth Day celebration and conversation to discuss the benefits of EVs to our planet and public health. [RSVP](#)

2019 Outstanding Member Organization, ELACHEE NATURE SCIENCE CENTER

Each year, EarthShare Georgia recognizes the member organization that has met all annual requirements, helped to promote EarthShare Georgia and shown exceptional professionalism. The 2019 award was presented to [Elachee Nature Science Center](#).



EARTH DAY Tool Kits

A kit for each week during Earth Month:

[WEEK 1](#)
[WEEK 2](#)
[WEEK 3](#)
[WEEK 4](#)

Thanks for your support on Earth Day and every day.



YOUR
DONATION
CLICK HERE

EarthShare
Georgia

MEMBER
ORGANIZATIONS



OUR PLANET
THANK YOU

THANK YOU



\$6.5 MILLION+

distributed from WORKPLACE-GIVING to our member groups

40+ CAMPAIGNS

Grown from 8 workplace giving campaigns in 1993 to more than 40 in 2018

5,000+ WORKPLACE DONORS

Hundreds of thousands of employees in the public and private sector have been reached through workplace-giving events and company-wide promotion.

Thousands of employee volunteers have participated in the Corporate Green Day Challenge and Fall Volunteer Day. Hundreds of corporate and environmental leaders have attended the Corporate Sustainability Forum, Earth Day Leadership Breakfast, Earth Day Party and other signature events.



HAPPY EARTH DAY