

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



WEEK 1 EARTH DAY TOOLKIT APRIL 1-7, 2020

EARTH DAY TURNS 50

2020 marks the 50th anniversary of Earth Day

source: earthday.org

1970 THE FIRST EARTH DAY

Earth Day founder Gaylord Nelson developed the idea for a national day to focus on the environment after he witnessed the massive oil spill in Santa Barbara, California, in 1969.

On April 22, 1970, 20 million Americans — at the time, 10% of the total population of the United States — took to the streets, parks and auditoriums to demonstrate for a healthy, sustainable environment in massive coast-to-coast rallies.

1990 EARTH DAY GOES GLOBAL

Earth Day 1990 gave a huge boost to recycling efforts worldwide and helped pave the way for the 1992 United Nations Earth Summit in Rio de Janeiro.

1992 ENVIRONMENTAL FUND FOR GEORGIA ESTABLISHED

This fund (now EarthShare Georgia) was created by environmental groups in Georgia wanting representation in workplace-giving.

1994 EARTHSHARE GEORGIA'S FIRST EARTH DAY EVENT

Photo at right: Indigo Girls perform at the event

2020 EARTH DAY CELEBRATES 50 YEARS



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 groups and EarthShare Georgia's mission.

[Donate Here](#)

NEW DATES! 2020 Earth Day Events

THURSDAY, MAY 28

[EarthShare Georgia Celebrates Party](#)

SEPTEMBER 18-22

[Earth Day Corporate Green Day Challenge](#)

MONDAY, SEPTEMBER 28

[Earth Day Leadership Breakfast](#)

www.earthsharega.org



@EarthShareGA

THANK YOU

to our sponsors, partners, contributors & volunteers
for your dedication and hard work. Congratulations on our
collective impact for a more sustainable future.



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



earth day ecochallenge

APRIL 1 - APRIL 30, 2020

ECOCHALLENGE.org

JOIN HUNDREDS OF THOUSANDS OF EVERYDAY PEOPLE CREATING HABITS AND TAKING ACTION FOR A BETTER SHARED WORLD. [Register Here](#)

Earth Day Ecochallenge is a 30-day environmental and social engagement program. From April 1 - April 30, you select actions to take that align with your individual values and make a 30-day commitment to complete those actions, all the while practicing and reinforcing good habits. For every completed action, you earn points and create impact. Your points contribute to your team's total points, and your impact contributes to our collective impact.

[Visit the website to explore the challenges:](#)



ACTION TRACK:
BUILDING RESILIENCE



FRESH WATER



WILDLIFE



FOOD



PEOPLE



FORESTS



OCEANS



CLIMATE

Earth Day at Home @EarthShareGA

FOLLOW WENDY'S WEEKLY BUZZ ON SOCIAL MEDIA

This weekly collection of ideas – compiled from EarthShare Georgia member groups and partners – showcases ways to enjoy the outdoors, learn about nature and celebrate Earth Day (from home). **Follow along! Facebook, Twitter and Instagram: @EarthShareGA**



Trees Atlanta Virtual
Native Plant Sale



Captain Planet Live
Stream Cooking Classes

3

**APPS FOR
STARGAZING**
*click the links to
explore*

[STARWALK](#)

[GOOGLE
SKY MAP](#)

[EXOPLANET](#)

**Q: How to tell
a planet from a
star?**

**A: Stars twinkle,
planets don't.**

LOOK UP

2020 EARTH DAY

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