

Four Decades of Celebrating Our Home



EARTH DAY 2010

EARTH DAY 40

In the Beginning ...

EARTH DAY HAD GRASSROOTS START

While Earth Day always sparks interest in the environment, little thought is given to its origins.

The idea for Earth Day did not emerge with a single thought. Instead, it evolved over a period of seven years beginning in 1962.

Sen. Gaylord Nelson, widely regarded as the founder of Earth Day, was troubled with the state of the environment and the fact that it was not an issue in the political sphere.

In November of 1962, Nelson decided to introduce his concerns to the public. He attempted to persuade President John F. Kennedy to catch his momentum by going on a national conservation tour. He began by flying to Washington, where he discussed the idea with Attorney General Robert Kennedy. Fortunately for Nelson, Robert Kennedy was on board and President Kennedy soon followed.

In September 1963, the President embarked on his 11-state conservation tour. Unfortunately, his tour did not put the environmental issue into the national political agenda. However, it was the spark that was needed to raise the awareness of the issue that would develop into Earth Day.

When Nelson was at a conference in Seattle in September 1969, he made an announcement. He spread the word of the nationwide grassroots demonstration held for the environment that would take place in the spring of 1970. He encouraged participation, and the news traveled quickly. Almost instantly, Nelson was receiving telegrams, letters, and calls



Sen. Gaylord Nelson

from those requesting more information and those offering their service and support.

Finally, American citizens had a forum to express their concerns about the environment. For the following four months, two members of Nelson's Senate staff put all their time and energy into managing Earth Day affairs. Linda Billings and John Heritage worked at his office to handle the correspondence and ensure that the first Earth Day would prove successful and productive.

On Sunday, Nov. 30, 1969, The New York Times featured a lengthy article reporting the astonishing uprising of concern for the environment and the events that it ignited. Reporter Gladwin Hill wrote, "Rising concern about the environmental crisis is sweeping the nation's campuses with an intensity that may be on its way to eclipsing student discontent over the war in Vietnam. ... A national day of observance of environmental problems ... is being planned for next spring." After the release of this article five months before Earth Day, it was clear that Nelson's dreams were becoming a reality.

ing a reality.

This also meant that the ballooning success Senator Nelson's office and became overwhelming for the two staff members. Three months before Earth Day in mid-January, the founder of Common Cause, John Gardner, provided the growing group with temporary space for headquarters in Washington, D.C. The area was staffed with volunteering college students headed by Denis Hayes as coordinator of activities.

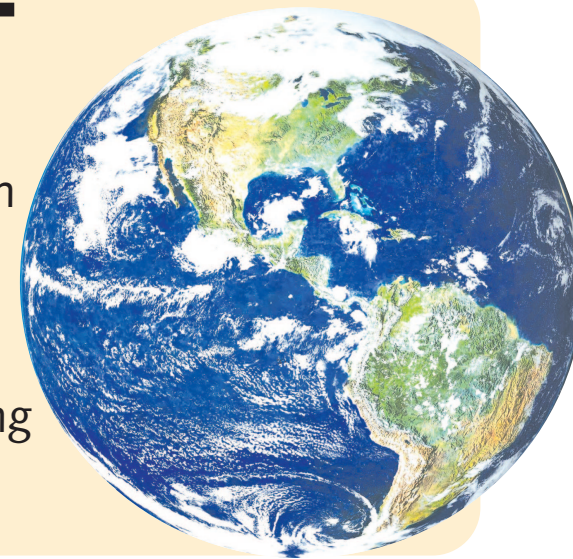
Even something as simple as recycling can make a huge difference. For example, recycling one aluminum can will save enough energy to power a television for three hours. That is equivalent to half of a gallon of gasoline.

Even though Earth Day did not have the time or the resources to organize the over 20 million demonstrators and the thousands of local communities and schools that participated, the spontaneous response at the grassroots level made it possible.

More than making it possible, it was made a success in terms of the awareness to the environment and Nelson's ultimate goal of having this awareness become a national issue. Forty years later, the momentum has still not slowed.

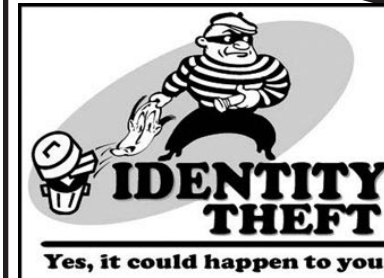
EARTH FACT

Earth Day Networks estimates that 500 million people from 4,500 organizations in 180 countries will participate in Earth Day events during the month of April.



FREE SHREDDING

Don't Be A Target For Identity Theft!
Donate to the Local Food Pantry!



IDENTITY THEFT
Yes, it could happen to you.

•Personal Papers •Cancelled Checks
•Tax Papers •Old Account Statements

WEDNESDAY, APR. 28TH
1:00-6:00PM Back Parking Lot

Businesses Welcome - Please Call Ahead For Appointment

LIMIT 6 BOXES

Nonperishable food items will be accepted AND donated to the local food pantry.
We ask that food donations be commensurate with amount of paper shredding.

Services
center Federal Credit Union

609 W. 21st
Yankton • 665-4309
www.scfcu.net

Making Nature & Your Car SHINE!

Saving Time, Water & Nature

Eco-Friendly Car Wash

Eco Auto-Wash

17th & Broadway, Yankton, SD



Easy on your eyes, feet and the Environment

SmartStrand
with DuPont® Sorona® renewable sourced polymer

Environmentally-Friendly Carpeting
Durable, Stain-Resistant

- Produced from corn sugar — a renewable source
- Requires **30% less energy** to produce
- Green house gas emissions are **63% lower**
- Every 7 yards of carpet is equal to 1 gallon of gasoline saved — that's 10 million gallons of gas a year!

FLOOR TO CEILING®

Interior Design Showroom



Go Green in Style!

1205 Broadway, Yankton, 665-9728 • www.floortoceiling.com
Mon.-Fri. 9am-5:30pm • Sat. 9am-3pm