



FOR IMMEDIATE RELEASE
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**CELEBRATE EARTH DAY:
HELP US KICK-OFF THE SECOND ANNUAL PIKES PEAK EARTH DAY**

Community organizations, small businesses, corporations and individuals in the Pikes Peak region are invited to celebrate Earth Day 2007 by joining the steering committee for the **Second Annual Pikes Peak Earth Day to be held on Saturday, April 21, 2007 at Palmer High School, 301 North Nevada Avenue, Colorado Springs, Colorado.**

Volunteers are needed to plan Pikes Peak Earth Day activities which will feature live entertainment, art exhibits, games, crafts and activities for a great day of family fun. The 2007 Earth Day Steering Committee plans to meet at 9:00 a.m. on the 3rd Wednesday of each month at Catamount Institute (Beidleman Environmental Center, 740 W. Caramillo Street, Colorado Springs, CO 80907). The entire Pikes Peak region will be invited to attend this free event! For more information about the Second Annual Pikes Peak Earth Day, please contact April Took from Metro Rides at **XXXX**

Last year, Pikes Peak Earth Week 2006 Steering Committee Members included Old Town Bike Shop, Wild Oats Natural Marketplace, Catamount Institute, Trails & Open Space Coalition, Clean Cities, El Paso County Parks, Friends of Beidleman Environmental Center, Colorado Springs Independent, Rocky Top Resources, RIDEFINDERS and interested community members.

Earth Day Background - Earth Day as a concept was the creation of a politician, but its success came through grassroots organizing. In 1962, former Wisconsin Senator Gaylord Nelson began to worry about the state of our environment, a non-issue at that time. He persuaded President John F. Kennedy to give visibility to this concern with a five-day, 11-state tour in 1963. The tour failed to put the environment on the national agenda, but it did plant the seed that would grow into the first Earth Day in 1970.

Described by *American Heritage Magazine* as “one of the most remarkable happenings in the history of democracy,” Earth Day made environmental protection a major national issue. Nelson tapped into the “teach-in” phenomenon of the ‘60s, a creation of the anti-Vietnam War movement, to “tap into the environmental concerns of the general public and infuse the student anti-war energy into the environmental cause,” said Nelson. This early grassroots protest has evolved over the decades into a worldwide educational event designed to demonstrate simple methods all can adopt to protect and preserve the environment. Such incremental change to people’s attitude and behavior takes the energy of Earth Day’s creation and carries it throughout the year.

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