

ALVERNIA UNIVERSITY GREEN INITIATIVES NEWSLETTER

EARTH DAY 2010

This year marks the 40th Anniversary of EARTH DAY!

On April 22, 1970 Earth Day marked the beginning of the modern environmental movement. Approximately 20 million Americans participated.

Earth Day is a day designed to inspire awareness and appreciation for the Earth's environment held on April 22. It was founded by U.S. Senator Gaylord Nelson (D-Wisconsin) as an environmental teach-in in 1970.

Massive rallies were held coast-to-coast. Thousands of colleges and universities organized protests against the deterioration of the environment. Groups that had been fighting against oil spills, polluting factories and power plants, raw sewage, toxic dumps, pesticides, freeways, the loss of wilderness, and the extinction of wildlife suddenly realized they shared common values.

The first Earth Day had participants and celebrants in two thousand colleges and universities, roughly ten thousand primary and secondary schools, and hundreds of communities across the United States. More importantly, it "brought 20 million Americans out into the spring sunshine for peaceful demonstrations in favor of environmental reform."

Senator Nelson stated that Earth Day "worked" because of the response at the grassroots level. Twenty-million demonstrators and thousands of schools and local communities participated. He directly credited the first Earth Day with



persuading U.S. politicians that environmental legislation had a substantial, lasting constituency. Many important laws were passed by Congress in the wake of the 1970 Earth Day, including the Clean Air Act, wild lands and the ocean, and the creation of the United States Environmental Protection Agency.



Environmental groups have sought to make Earth Day into a day of action which changes human behavior and provokes policy changes.

LIBRARY ECO NEWS

In celebration of Earth Day the library is displaying a selection of books about the environment. In keeping with this year's theme of women leaders, the book display features two prominent women environmental leaders from Pennsylvania.

Rachel Carson, ecologist, biologist and author of several books about the environment, grew up in Springdale, PA. Her 1963 book, *Silent Spring*, a best seller and played a significant role in the start of the created public awareness about the environmental consequences of the widespread use of pesticides.

Rosalie Edge, one of the great conservation pioneers of the 20th century, was a contemporary of Rachel Carson. In the 1930's Rosalie was instrumental in stopping the shooting of thousands of hawks and eagles as they migrated through Berks County's Kittatinny Ridge. Her conservation efforts led to the establishment of *Hawk Mountain Sanctuary*, the world's first sanctuary for birds of prey. Hawk Mountain, located in northern Berks County, provided Rachel Carson with the opportunity to document the decline of raptor migration after DDT became widespread.

To learn more about these environmental leaders, stop by the library to take a look at *Silent Spring*, and Rosalie Edge, *Hawk of Mercy: The Activist who Saved Nature from the Conservationists* and the other environmental books on display.



ECO EVENTS

Monday, April 12, 7:30 p.m.
Hesburgh Lecture

Dr. Laura Carlson
“Psychology of Deciding to be Green”
Bernardine Franciscan Conference Center

April 19 - 23
Earth Week Events

Planet Earth Viewing & Bulletin Board
11:00-2:00 p.m., Student Center

Environmental Movie Series

Free Willy, 4/19
Fern Gully, 4/20
Wall-E, 4/21
Happy Feet, 4/22
5:00-7:00 p.m., Student Center

Monday, April 19, 6:00 p.m.
Environmental Lecture

John Francis
Discusses how the environmental crises is a reflection of social and economic inequality.
Accompanied by his ever present banjo!
Bernardine Lecture Hall

Tuesday, April 20, 7:00-9:00 p.m.
Justice & Java Film Series

“Food Inc.”
Center for Student Life

Wednesday, April 21, 4:30-5:30 p.m.
Recycling Fashion Show

Prizes
Student Center

Earth Day Celebration
2010 Earth Day Tee Shirts

Thursday, April 22

Earth Day of Service

Various Sites
Shifts Available: 1:00-4:00 p.m.
Sign up with Daniel Flynn, X-8300

Thursday, April 22 Cont'd.

Determine your Carbon Footprint
3:00-5:30 p.m., Student Center

**Unveiling of
Earth Ninjas**
3:00 p.m. - Campus Commons

**Environmental Friendly
Information Tables**
3:00-5:30 p.m., Campus Commons

**Capture the Flag
Residence Hall Teams**
4:00-4:30 p.m., Campus Commons

Main Earth Day Program
4:00-5:30 p.m.

Holleran Patio, Student Center
Pep Band

Prayer for the Environment
Dedication of a Tree for Sr. Fabia
Alvernia University Chorus

Main Presenter

Prof. Jim Klucsarits

**“Celebrating Mother Earth’s Services,
Teachings, and Gifts”**

Friday, April 23

Eco-Fun Day
Millmont Students
11:30-2:30 p.m.
Angelica Creek Park
Volunteers Needed
Contact Alicia Sprow
alicia.sprow@alvernia.edu

Ground Breaking Ceremony, 12:00 Noon
Angelica Creek Park
Renovation & Retrofitting of Boathouse
to be a LEED Certified Building
Hosted by the City of Reading
& Berks County Conservancy
For Details Contact Alicia Sprow
alicia.sprow@alvernia.edu



Do you have News or Suggestions?
Contact Judy Bohler at Ext. 5509
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REDUCE, REUSE, RECYCLE

