

# Earth Day – April 22, 2011

Started in 1970, Earth Day was originally conceived as a day in which the people of the world could come together and educate themselves about the needs of the planet.



Elements of the 2011 Earth Day campaign include:

- [\*\*Athletes for the Earth\*\*](#): Bringing the voices of Olympic and professional athletes to the environmental movement
- [\*\*The Canopy Project\*\*](#): Supporting global reforestation
- [\*\*Green Schools\*\*](#): Greening America's Schools within a Generation
- [\*\*Women and Green Economy \(WAGE\)™\*\*](#): Engaging women leaders in the creation and development of a global green economy
- [\*\*Creating Climate Wealth\*\*](#): Convening 200 of the world's entrepreneurs to solve climate change and create a new green economy
- [\*\*Arts for the Earth\*\*](#): Celebrating the work of environmental artists in all media, and partnering with the American Association of Museums to bring sustainability to museums nationwide

Check out <http://www.earthday.org/> for more information!

