



Spring 4-4-2000

## News Media Advisory

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April 4, 2000  
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## **News Media Advisory**

**Event:** Earthapalooza

IWU's Environmental Concerns Organization presents Earthapalooza, it's fifth annual Earth Day celebration.

This year, the focus is on increasing awareness about over-consumption of energy, water, and natural resources, as well as promoting the use of renewable energy resources.

**Date:** April 15 (Saturday)

**Time:** 12 Noon-7 p.m.

**Location:** IWU Eckley Quadrangle

**Note:** Rain Location—Main Lounge, Memorial Student Center.

**Activities:** Bands, environmental information, environmental and social organization booths, tie dying, seed planting, face painting, games for children, food, many giveaways throughout the day

**Admission:** Free, open to the public

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**Guest Speaker:** Jack Kaufmann

Multi-media environmental presentation

**Date:** April 15 (Saturday)

**Time:** 7:30 p.m.

**Location:** Main Lounge, IWU Memorial Student Center, 104 E. University Ave.

**Admission:** Free, open to the public

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**Sponsors:** IWU Environmental Concerns Organization and Co-Curricular Programs

**For More**

**Information:** Eric Fischer, 309/556-2716 or Jenn Adams, 309/828-0243

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**Background:** The first Earth Day was held on April 22, 1970. Earth Day was founded by Gaylord Nelson, who was a U.S. Senator from Wisconsin.

"Earth Day," Nelson said, "achieved what I had hoped for. The objective was to get a nationwide demonstration of concern for the environment so large that it would shake the political establishment out of its lethargy and, finally, force this issue permanently onto the national political agenda. It was a gamble, but it worked. An estimated 20 million people participated in demonstrations all across the country.

"It was truly an astonishing grass-roots explosion," Nelson added, referring to the first Earth Day. "The people cared, and Earth Day became the first opportunity they ever had to join in a nationwide demonstration to send a big message to the politicians—a message to tell them to wake up and do something."

The 30th anniversary of Earth Day will be celebrated on April 22, 2000.

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