April 22, 2020 marks the 50th Earth Day. Happy Earth Day!

The Earth Day movement began with Wisconsin Senator Gaylord Nelson in 1969 following a massive oil spill in California. He decided that enough was enough; and began to plan for a national day to focus on the environment and how the consumptive way of life at the time was taking its toll on the planet.

Senator Nelson aimed to infuse the energy of the anti-war protests with awareness of air and water pollution. April 22, 1970 was selected as the first Earth Day because the main demographic he wanted to engage was young people in college/ university who typically participated in such events. April 22 was between spring break and final exams, as well as on a Wednesday which was planned to cause the most disruption/ draw the most attention to the rallies.

The first Earth Day on April 22, 1970 engaged 20 million people who protested the deterioration of the environment and called for its protection. **A ripple effect began!**

By 1990 Earth Day had gone global, with 200 million people engaged.

By 2000, 180 countries were observing Earth Day, and digital campaigns began to launch.

On Earth Day 2016, 195 countries signed the Paris Climate Agreement to fight climate change.

Earth Day as a movement has continued to grow and spread awareness since then. In 2019, 192 countries observed Earth Day, with **1 billion** people participating in events, rallies, and demonstrations. We hope the Earth Day will continue to grow, as well awareness for how important it is to protect our environment. We only have 1 planet; we must protect it together on Earth Day and **everyday.**