

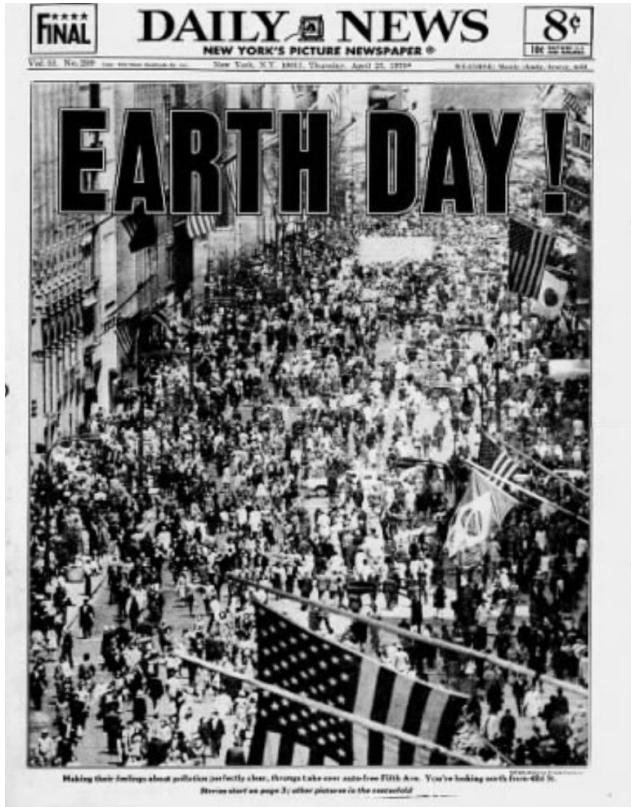
A close-up photograph of pink cherry blossoms on a dark branch, with a soft, out-of-focus background of more blossoms and a light sky. The text is overlaid on the right side of the image.

EARTH DAY

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APRIL 22, 1970



- Earth Day. Earth Day was first observed on April 22, 1970, when an estimated 20 million people nationwide attended the inaugural events at tens of thousands of sites including elementary and secondary schools, universities, and community sites across the United States.

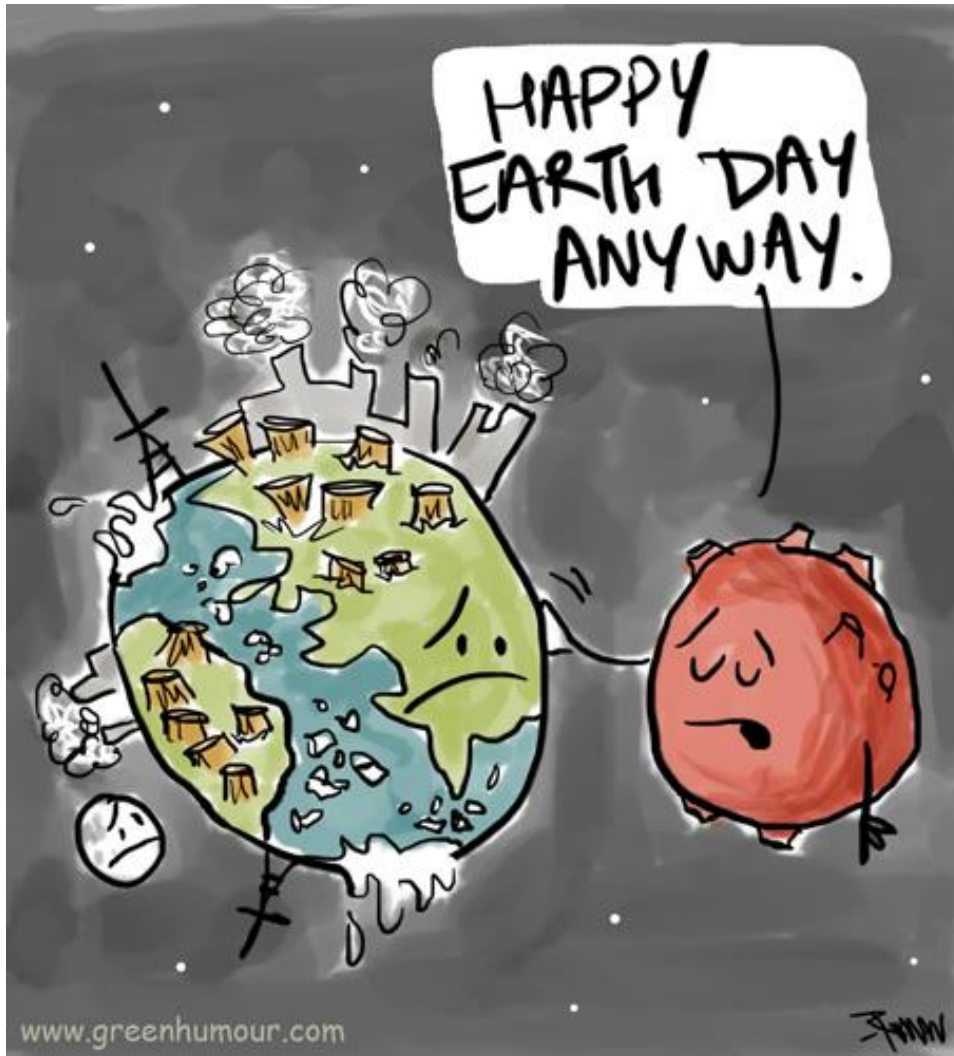
HOW IT STARTED



- There were no legal or regulatory mechanisms to protect our environment. In spring 1970, Senator Gaylord Nelson created Earth Day as a way to force this issue onto the national agenda. Twenty million Americans demonstrated in different U.S. cities, and it worked!

HOW PEOPLE TODAY CELEBRATE EARTH DAY

- Each year on April 22, more than a billion people celebrate Earth Day to protect the planet from things like pollution and deforestation. By taking part in activities like picking up litter and planting trees, we're making our world a happier, healthier place to live.



WASTE REDUCTION



- Reduce Packaging Revisiting how you pack and ship your products could lead you to reduce waste significantly as well.
- Go paperless. With advances in technology there are cheaper and better alternatives to using paper in your office.
- Compost food waste – most organic waste is compostable, where it breaks down naturally. Place compost bins in your kitchen at home
- Recycle. This may seem an obvious point, but there are many people out there still not recycling. Make sure you're recycling everything at home.





RECYCLING

- Recycling is the process of converting waste materials into new materials and objects. This concept often includes the recovery of energy from waste materials. The recyclability of a material depends on its ability to reacquire the properties it had in its original state.



THE END

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