



APRIL 22 EARTH DAY celebrates 40th anniversary

mental groups around the world were on board, reaching out to hundreds of millions of people in a record 184 countries. Events included a talking drum chain that traveled from village to village in Gabon, Africa, for example, while hundreds of thousands of people gathered on the National Mall in Washington, D.C., USA.

Earth Day 2007 was one of the largest Earth Days to date, with an estimated billion people participating in activities at thousands of places like Kiev, Ukraine; Caracas, Venezuela; Tuvalu; Manila, Philippines; Togo; Madrid, Spain; London; New York.

In observance of the 40th anniversary of Earth Day, Earth Day Network (EDN), an organization represented by Denis Hayes and other "first" Earth Day founders, has created multiple global initiatives, ranging from a Global Day of Conversation with mayors worldwide, focusing on bringing green investment and building a green economy; a Billion Acts of Green Campaign, which will aggregate the millions of environmental service commitments that individuals and organizations around the world make each year; Athletes for the Earth Campaign, which brings together Olympic, professional and everyday athletes' voices to help promote a solution to climate change; Artist for the Earth, a campaign uniting hundreds of arts institutions and artists worldwide to create environmental awareness.

Forty years later, Earth Day only gets bigger each April. It is now observed in 175 countries around the world. This year, EDN expects at least 1.5 billion people to participate.

~ Sam DeLeo

Earth Day, you've come a long way, baby.

Often considered the birth of the environmental movement, the first Earth Day took place on April 22, 1970. Coast-to-coast rallies occurred that day across America. Twenty million Americans took to the streets, parks and auditoriums to demonstrate for a sustainable environment. Thousands of colleges and universities staged protests against the pollution and deterioration of the earth's environment. That one day in April made it possible for an annual tradition to take root.

Earth Day on April 22 in 1990 gave a huge boost to recycling efforts worldwide and helped pave the way for the 1992 United Nations Earth Summit in Rio de Janeiro, mobilizing 200 million people in 141 countries. Global warming and clean energy became the focus more and more as the millennium approached.

Earth Day in 2000 recalled the spirit of the first Earth Day combined with the international approach of Earth Day 1990. The Internet helped link activists around the world. By April 22, 5,000 environ-

Earth Day Fair Thursday, Apr. 22 - Civic Center Park

The City of Denver will host an Earth Day Fair on the west lawn of Civic Center Park off Bannock Street. Activities and displays at the event will provide information and inspiration that will encourage visitors to honor the Earth and take steps toward conservation and preservation of the planet for current and future generations.

The fair begins at 10 a.m. and will run until 2 p.m. and is open to the general public.

Learn more at www.denvergov.org/DEQ

Want to find out more about Earth Day?

Visit these sites online or more info about the history of Earth Day, events and ideas on how to get involved:

earthday.org

epa.gov/earthday

earthday.envirolink.org

earthday.nature.org

earthdaywebcast.com

Denver Bikeshare Program

What's green and has two wheels? Stumped? The answer is a bicycle. And beginning April 22, the noble invention will become even nobler as it helps to make the Mile High City a little bit greener. Partnered with Denver B-cycle and created with the blessing of the mayor's office, the new citywide Denver Bike Sharing program is a charitable, non-profit organization that's good for your health, your pocketbook and the environment. It's a two-wheeled solution that can benefit both you and the environment.



Inspired by the expanded use of bicycles during the 2008 Democratic National Convention and successfully tested on the DU campus, the program works with the B-cycle system – providing commuters with a bicycle when they need one and the ability to be rid of it when they don't. The handy bikes are accessible via a variety of docking stations (or "B-Stations") located throughout the metro area (projected to be about 50 hosting around 500 bicycles).

The bikes themselves promise to always be ready to ride – tires will be pumped and chains greased. They provide a basket for carrying your belongings, front and rear lights and a bell for safety. However a helmet is not provided, that's up to you, and as always, it's recommended for safe riding no matter what type of bike you're riding.

How does it work? It's simple. You can sign up for a membership online or purchase one at one of the B-stations. The cost to use a B-cycle is divided into two components: a membership fee and a usage fee. The membership fee provides unlimited access to a B-cycle system for a specific period of time that can range from one day for \$5 to one year \$65. Usage fees are charged based on the length of each ride taken by a member, and are typically broken



Top left: Denver B-cycle bikes, Top right: REI Bike Share station, Bottom: Denver Post 15th & Cleveland Bike Share station.

down into half-hour increments (averaging \$1.10 per half hour). Often the first half-hour is free. Each station will have a credit card reader for payment.

As for the fun part (e.g. riding your bike!), once you've taken care of your membership situation: just choose your bike, sign it out, and ride. You'll return it to the same or any other B-Station around town. Further, you can check up on your own personal data such as distance, duration,

calories burned and carbon offset via the program's website at Bcycle.com.

Should you need even more incentive, here's just a few environmental facts provided by the program that'll get you wanting to go green and get pedaling: a four-mile round trip by bike keeps about 15 pounds of pollutants out of the air; the average commuter spends about 50 hours a week in traffic annually and every year 5 billion gallons of fuel are wasted by cars sitting idle in traffic, costing the U.S. economy \$78 billion a year; by 2032 those traffic delays will have doubled and CO2 emissions traced to congestion will reach 60 million tons.

As for the personal gains, the average person loses 13 pounds their first year of commuting by bike (a 15 minute bike ride to and from work can burn the equivalent of 11 pounds of fat in a year); each year the average American household spends more on transportation than on clothing, health care and entertainment combined.

For more information including specific questions on the system and its bicycles, visit denverbikesharing.org and Bcycle.com.

~ Michael Behrenhausen

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PROJECT MANAGER: Tim Dubus

EDITOR: Erin Behrenhausen

CONTENT CONTRIBUTORS:

Erin Behrenhausen, Michael Behrenhausen,
Tim Coy, Sam DeLeo, David Gannon,
Marywyn Germaine, Tim Walmer

DESIGN: Erin Behrenhausen

**For advertising opportunities with
Going Green, call Jenn Hutchinson at 303-954-1021
or email jhutchinson@denvernewspaperagency.com**

**For tips, comments and suggestions for Going Green,
email ebehrenhausen@denverpost.com**