



## Media Release

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**For Immediate Release**

### *What's wrong with Earth Day?*

(TORONTO, April 21, 2008) Canadians are keen environmentalists. We've watched *An Inconvenient Truth*, we know what garbage to put in which bin, and we're beginning to truly grasp the magnitude of the environmental problems we face. Last month, we made Earth Hour a hit when thousands of Canadians turned off their lights from 8 to 9 pm. This week will see another massive show of environmental solidarity as over six million Canadians and nearly every school child in the country takes part in an Earth Day activity.

In short, we've made it exceedingly clear that efforts to raise awareness across the country have paid off. It's also exceedingly clear that these one-off events, as popular as they are, do not go far enough. *And so the real question now is inevitably - what's next?*

"The environmental challenge we face can be compared to the challenge that faces people who want to lose weight," states Jed Goldberg, President of Earth Day Canada. "They are aware that it's unhealthy to be overweight. And they know that to lose the weight they'll have to make different choices to eat better and exercise daily. And whether you are facing a weight issue or trying to live an earth-friendly life, the reality is that few have the support to make their commitment to change succeed."

So awareness is not enough. And while awareness-raising campaigns like Earth Hour and Earth Day will still play an important role in rallying Canadians behind particular issues that need to be addressed on the environmental front, the time has come for unbridled action to deal with these issues.

"Canadians are *desperate* to take real, concerted action but don't know where to begin," states Goldberg. "This is something Earth Day Canada recognized years ago and developed a suite of programs that inspire and promote action at all age levels. Our EcoAction Teams program, in particular, is likely the most comprehensive conservation support system in Canada to help people make simple changes in their daily lives to reduce fuel and energy consumption, save water, generate less waste and shop more sustainably. And, the impact of their actions can all be tracked through a free online calculator that shows them their reduction of green house gas emissions and even how much money they saved."

So what's wrong with Earth Day? The time has come when each and every one of us has to commit to environmentally sustainable actions beyond an hour or day each year. Simple, easy to implement actions that don't take a lot of time or cost any money are at our fingertips. The time has come to make them part of our lifestyle every day. Earth Day Canada can help by providing the tools and programs to accomplish just that.

#### **About Earth Day Canada**

Earth Day Canada (EDC), a national environmental charity founded in 1990, provides Canadians with the practical knowledge and tools they need to help the environment. It was recently recognized as the top environmental education organization in North America, for its innovative programs and educational resources, by the Washington-based North American Association for Environmental Education (NAAEE), the world's largest association of environmental educators. EDC regularly partners with thousands of organizations in all parts of Canada. EcoAction teams and the rest of EDC programs can be found at [www.earthday.ca](http://www.earthday.ca)