



# Newsletter

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## Earth Day Every Day - By Heather Holladay

For 45 years, April 22 has acted as an annual reminder for us to be responsible stewards of the planet. Earth Day represents the birth of the modern environmental movement, aiming to raise public awareness of the state of our environment and encourage individuals to take personal initiative to make these issues a priority. In 1970, students nationwide were loudly opposing the Vietnam War and collectively forming a hippie counterculture. Earth Day founder Gaylord Nelson, then a U.S. Senator from Wisconsin, strived to channel that political energy by urging Americans to take action on behalf of the environment and make their voices heard. At the time, industry was surging and mainstream America remained oblivious to environmental concerns, such as air and water pollution. Senator Nelson had a vision of pushing environmental protection onto the national political agenda, resulting in increased public consciousness; he organized a "national teach-in on the environment" along with Republican Congressman Pete McCloskey and activist Denis Hayes.

On April 22nd, 1970, 20 million Americans mobilized in public forums across the country to rally for a healthy, sustainable environment. Thousands of college students came together to organize protests on their campuses, decrying the deterioration of the environment. The first Earth Day received support from both Republicans and Democrats, and led to the creation of the United States Environmental Protection Agency and the passage of the [Clean Air](#), [Clean Water](#), and [Endangered Species](#) Acts. In 1990, Earth Day went global, enlisting support from 200 million people in 141 countries, increasing worldwide awareness of environmental issues and boosting international recycling efforts. In 1995, President Bill Clinton awarded Senator Nelson the Presidential Medal of Freedom—the highest honor given to civilians in the United States—for his role as Earth Day founder.



Denis Hayes, first National Coordinator for Earth Day. Photo Credit: Associated Press

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## Alta Ski Area Advocacy

*Topophilia(n): the affective bond between people and place or environmental setting.* Developing a love for place is the first step in being motivated to take action to protect it. As skiers at Alta, it's impossible not to feel invested in the mountains we spend so much time in. As the stewards of our privately-owned and Forest Service permitted lands, we strive to ensure that Alta effectively manages the challenges that come with increased visitation, development, and growth. The Alta Environmental Center was created in 2008 to guide our efforts towards sustainability through research, education, and community stewardship. We aim to determine ways to decrease Alta Ski Area's carbon footprint, maintain air and water quality, and support healthy vegetation and wildlife. Alta Environmental Center also collaborates with external partners—[Utah Clean Energy](#), [National Ski Area Association](#) and it's [Climate Challenge](#) Initiative, and more recently in collaboration with the Mountain [Collective](#), [Protect Our Winters](#) (POW). Each of these organizations help Alta, the ski industry, and locals raise awareness of the impacts of climate change, define sustainable standards to address the environmental concerns, encourage steps to reduce greenhouse gases emissions and increase energy efficiency, as well as outline smart and effective methods to advocate change that protect our environment for the future.

As another season at Alta comes to an end, we should all keep in mind innovative ways to progress our sustainability efforts in order to ensure that we can further reduce our emissions and continue to keep our mountain healthy and thriving.





*"We do not inherit the earth from our ancestors, we borrow it from our children."*

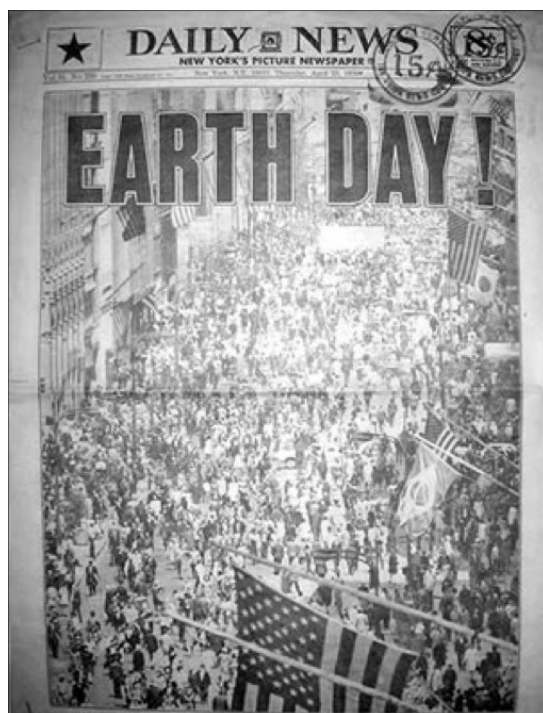
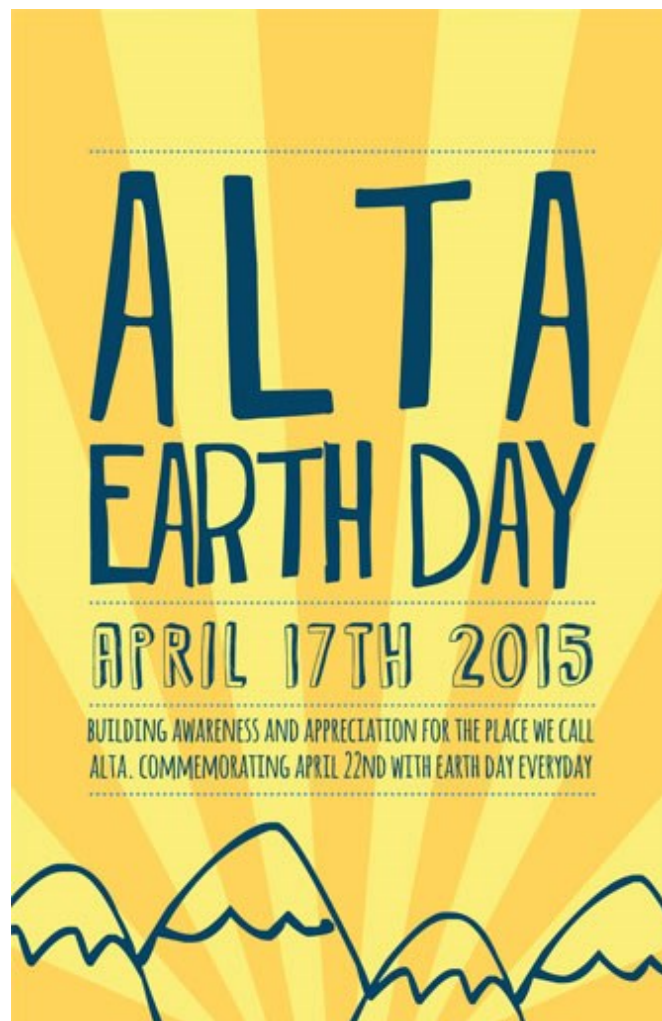
Native American Proverb

### Earth Day continued...

Since the inaugural Earth Day, passionate activists have been fighting against issues such as oil spills, dirty factories, toxic dumps, pesticides, freeways, the loss of wilderness and wildlife. As the millennium approached, the Earth Day campaign emphasis shifted toward global warming and a push for clean energy. For its 40th anniversary, the [Earth Day Network](#) held a climate rally at the National Mall in Washington D.C. and accumulated 40 million environmental service actions toward its 2012 goal of *A Billion Acts of Green*.

Alta Ski Area along with partners Alta Community Enrichment, Friends of Alta, Cottonwood Canyons Foundation, and the Town of Alta joined the Earth Day brigade in 2010, now celebrating it's 5th annual [Alta Earth Day](#). Earth Day may mean something a little different for everyone, and for Alta it is pursuing sustainability with a balance between "people, planet, and profit." Additionally in fitting with the first Earth Day, it's a time to "build awareness and appreciation" for our natural environment, Alta. Hosting local vendors that strive for more eco-friendly initiatives, inviting and collaborating with the community, and taking the time to view and learn through a featured environmental film, Alta Earth Day is about caring for the future now.

The key issues may have changed since the first Earth Day, but the core values of the original advocates still remain. The fight for a clean environment continues in a climate of increasing urgency, and we are all in it together. Proper management of our planet's resources is crucial to our survival, and as inhabitants it is important for us to preserve, protect, and defend our environment for future generations to come.



### April - May Sustainability Events

If these highlighted sustainability events catch your eye, check out our full sustainability calendar at [altaence.com/resources\\_events.php](http://altaence.com/resources_events.php). Photo credit: [elephantjournal.com](http://elephantjournal.com).

- **April 22 - Earth Day:** There are celebrations, symposiums, and gatherings all over the state and country. Look for an event near you on the Earth Day Network—[earthday.org/greencities/events](http://earthday.org/greencities/events).
- **April 24 - Arbor Day:** Next to skiing, planting a tree is such a fulfilling activity. Join Tree Utah on the day they know best, more info at [treeutah.org](http://treeutah.org).
- **April 25 - Party for the Planet:** Join the Utah Hogle Zoo and Wild Aware Utah for an animal enriched day. For more info visit [hoglezoo.org](http://hoglezoo.org).
- **April 28 - SLC Green Drinks:** Celebrating 30 years as a business join "Schneiderfest" and learn about how Schneider Auto Body has incorporated sustainability into their shop! More info on [Salt Lake City Green Drinks Facebook](#).
- **May 9 - Wasatch Community Gardens Spring Plant Sale:** Featuring over 30,000 plants this is the ultimate edible garden sale you can't miss even if you only have a square foot of green space. More info at [wasatchgardens.org](http://wasatchgardens.org).