

CONNECT for Youth, Families & the Environment

Commitment Of Non-profits to Networking and Enacting a Collaborative Taskforce

Children's Museum, Family Nurturing Center of CNY, House of Good Shepherd, Kids Against Pollution, Peacemaker Program, SELENE, Utica Zoo

PRESS RELEASE

For Immediate Release

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EARTH DAY 2000 THE 30TH ANNIVERSARY HOLISTIC LIVING FOR THE NEW MILLENNIUM

sponsored by

CONNECT for Youth, Families and the Environment

10:00 AM

at the Children's Museum

311 Main Street, Utica, New York

keynote address

Congressman Sherwood Boehlert

"If the environment is a fad, then it's going to be our last fad... We are building a movement, a movement with a broad base, a movement which transcends political boundaries. It is a movement that values people more than technology, people more than political boundaries, people more than profits."

Dennis Hayes, organizer of the First Earth Day, April 22, 1970

On this, the thirtieth anniversary of Earth Day, we have planned a weeklong celebration to educate residents, businesses, and especially children about safe, efficient energy, helping to create healthy environments for all life. Promotion of the Mohawk Valley as a national center of manufacturing alternative energy vehicles will be a focus as well.

CONNECT for Youth, Families & the Environment is a new network for the Greater Utica area dedicated to fostering partnership among agencies linking educational service missions, programs, and building a foundation to benefit youth, families & the environment in Oneida & Herkimer Counties. We are proud to introduce CONNECT in our first collaborative project: Earth Day 2000 the 30th Anniversary: Holistic Living for the New Millennium. An official Earth Day Network festival (www.earthdaynetwork.net), with a unique flavor, will be held at the Children's Museum April 17th through 22nd. Incorporating our common missions of service to health and families, a holistic living approach evolved to our message of Earth Day Every Day. Each day has a theme in which we include a new way to integrate partner issues, i.e.: Toxins in the earth related to toxins in the body (substance abuse), Air/water related to emotional well being (healthy relationships), Natural Resources caring for those less fortunate (food drive for the hunger coalition) etc.

Highlights of the week also include:

- 4/18 Utica Symphony, Concert of the Planets
- 4/19 Kayaking Program by local youth Olympic hopefuls
- 4/20 Redwood Mary from the Redwood Forest
- 4/21 Dino's Dino's and You program on fossils and extinction
- 4/22 Gala Finale & Earth Day 2000

Enclosed is a calendar of events for more details.