



Hi,

History is repeating itself: This morning, Earth Day Network ran a full-page ad in *The New York Times* announcing a global day of activism on April 22, 2020. The advertisement is running nearly 50 years to the day that a full-page ad in *The New York Times* used the words “Earth Day” for the first time.

Did you see our 50th anniversary ad in *The New York Times*? [Sign up for this global movement today](#), and pick up a print copy of our ad!



“*The New York Times* ad changed everything,” said Denis Hayes, the coordinator of the first Earth Day. “The ad issued a call to all Americans about the state of our planet. Once it ran, millions of people joined this national effort.”

and tackle environmental degradation and the climate crisis of today.

“Fifty years ago, 20 million people took to the streets to demand that our government protect the health of our people and our planet,” the Sunday ad reads. “Earth Day 1970 remains the largest civic engagement event in human history... until now.”

This global effort needs you. Register or join an Earth Day event on [Earth Day Network's online map](#) today.

Together, we can make history again.

For the planet,

Kathleen Rogers

President, Earth Day Network
