

Earth Day everyday!



David de Rothschild on board the Plastiki with his Earth Day flag

David de Rothschild writes about Earth Day.

With the 40th anniversary of Earth Day fast approaching, green media outlets, sustainability blogs, activist twitter pages and campaigner Facebook groups are all abuzz with what's going on this coming Earth Day; each offering up a 1001 ways in which you can get involved and play your part for the planet. 'Save this', 'Stop that', 'Try this', 'Cut that', all in all, it seems no matter which way you turn, or what shade of green you might be, this week and especially on Thursday, there really is no excuse not to get involved in what since its inception in 1970 is now a global event that's captured the imagination and attention of an estimated half a billion people in over 175 countries!

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Personally and I guess not surprisingly, this year's Earth Day has been really more than present on my radar, not only because I am floating around on the Plastiki and very definitely wearing my campaigners hat (check out www.myplastiki.com to see how you can become part of the Plastiki movement) but rather that this year the Planet and its mysterious way of working offered up a much more magical and synchronistic reason!

Now, although I fully recognize, applaud and appreciate the impact of the Earth Day celebrations that fall on the 22nd April, there is nothing more exciting and special to me than our Planet's natural signal to take notice, let's just call it the Earth's movement, what I am referring to is the equinoctial Earth Day; the precise moment of astronomical alignment when the centre of the Sun can be observed to be directly "above" the Earth's equator, signalling mid-spring in the Northern Hemisphere, and of astronomical mid-autumn in the Southern Hemisphere. In most cultures, the equinoxes separate the seasons, making it a very powerful and important day! So much so that the idea of a global holiday called Earth Day was first introduced back in 1969 at a UNESCO conference on the environment, and in 1971 the then UN Secretary General U Thant announced his support by signing a proclamation to that effect, saying,

"May there be only peaceful and cheerful Earth Days to come for our beautiful Spaceship Earth as it continues to spin and circle in frigid space with its warm and fragile cargo of animate life."

On top of this, in 1978 (the year I was born) Margaret Mead summed it up brilliantly when she said:

"Earth Day is the first holy day which transcends all national borders, yet preserves all geographical integrities, spans mountains and oceans and time belts, and yet brings people all over the world into one resonating accord, is devoted to the preservation of the harmony in nature and yet draws upon the triumphs of technology, the measurement of time, and instantaneous communication through space. Earth Day draws on astronomical phenomena in a new way – which is also the most ancient way – by using the vernal Equinox, the time when the Sun crosses the equator making the length of night and day equal in all parts of the Earth. To this point in the annual calendar, Earth Day attaches no local or divisive set of symbols, no statement of the truth or superiority of one way of life over another. But the selection of the March Equinox makes planetary observance of a shared event possible, and a flag which shows the Earth, as seen from space, appropriate."

Ok, so where is all this magic and synchronicity that I am so excited about?

Firstly, after nearly 4 years in the making, the Plastiki passed under the Golden Gate Bridge to signal the start of our ecological adventure on not only the exact day but at almost the exact second of the Earth Equinox (the 20th March 10:32 am PST). Secondly by departing from San Francisco, we were actually leaving the first ever city to issue an Earth Day proclamation on March 21st 1970 and thirdly by the time that we actually reach the Line Islands it will most likely be on the now universally recognized Earth Day, we will be sitting almost exactly on the equator, the one very core ingredient and location that makes the equinox tick as it were! Who said that there were such things as coincidence?



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Either way, which ever day holds significance for you, the most important thing is to recognize that our ability to live on this Planet as we know it depends entirely on our ability to reintegrate ourselves into the natural web of life, to give our Planet and all other species a chance to breathe! To recognize, that without nature we have no future! So whatever you decide to do make sure you have a chance to reflect on your every day habits and try to make Earth Day every day!

To make your pledge for a plastic free ocean and more positive, ecological initiatives please log on to myplastiki.com

For further information please go to www.theplastiki.com

For further press information please contact:
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