

PROCLAMATION



City and County of Denver
Proclamation No. 12-0285
Celebrating Earth Day 2012

WHEREAS, Earth Day was first conceived by Senator Gaylord Nelson in the early 1960's because he believed that conservation efforts in the area of environmentalism were not proactive and bold enough in taking steps for change; and

WHEREAS, Senator Nelson organized a nationwide grassroots demonstration on April 22, 1970 to promote conservation involvement and awareness, leading to the first official Earth Day, which drew an estimated 20 million participants, and now each year on April 22nd marks the celebration of Earth Day, and is now observed around the world; and

WHEREAS, the first Earth Day helped to inspire the United States Environmental Protection Agency to pass the Clean Air, Clean Water, and Endangered Species Acts; and

WHEREAS, Atlas Metal and Iron established its business in Denver on January 1, 1956, Don Rosen along with three family members began the family-owned and operated business; Don Rosen serving as President alongside his son, Mike Rosen, as Secretary Treasurer, and this organization employs one hundred and ten people, and in 2011, the business recycled one hundred and fifty-eight million pounds of material; and

WHEREAS, the first Arc Thrift Store opened its doors in Denver in 1968 and continues to operate as a non-profit organization working to fund programs for persons living with developmental disabilities and finances disability programs through the sale of donated used clothing and household items, and Arc Thrift currently operates twenty-one stores and provides more than one-thousand jobs, and this organization recycles sixty million pounds of material each year; and

WHEREAS, Waste Management, Inc. is working with Denver communities and neighborhoods to manage and reduce waste and recovering valuable resources, in 2011, Waste Management, Inc. recycled 31,606 tons of aluminum, tin, cardboard/paper, plastics, and glass collected from the City and County of Denver, which these efforts helped to conserve 327,786 mature trees, 109,230 cubic yards of landfill airspace, 119,968,661 kilowatt hours of electricity, 61,548 barrels of oil, 176,993,600 gallons of water, and avoided 533 metric tons of greenhouse gas emissions; and

WHEREAS, on April 18th, the City and County of Denver will host a free Earth Day fair from 10 a.m. to 2 p.m. in front of the City and County Building at 1437 Bannock Street, to welcome Denver citizens to attend and learn about actions and investments they can take part in to impact their environment; and

WHEREAS, Denver's free Earth Day will focus on Zero Waste, encouraging citizens to recycle and compost to reduce waste going into the city's landfill, and there will be various top food truck vendors who will demonstrate simple "greening" changes to encourage other businesses to reduce waste that ultimately benefits their bottom line; and

WHEREAS, free prizes will be awarded at Denver's Earth Day celebration, including the grand prize of two free tickets to see Denver's own, The Fray, at Red Rocks Amphitheatre on Saturday, May 12; and

WHEREAS, interested citizens can learn more about Denver's sustainable efforts and conservation practices at www.denvergov.org/environment.

**NOW THEREFORE,
BE IT PROCLAIMED BY THE COUNCIL OF THE CITY AND COUNTY OF DENVER:**

Section 1. That City Council encourages Denver Citizens to participate and learn more about environmental sustainability by joining the Earth Day party on Wednesday, April 18.

Section 2. City Council thanks the many citizens and businesses that participate in helping the City to reduce waste and to increase and conserve energy, water, and other limited resources in our environment.

Section 3. That the Clerk of the City and County of Denver shall attest and affix the seal of the City and County of Denver to this proclamation and that copies be transmitted to Doug Linkhart, Manager of Environmental Health; Lloyd Lewis, President and CEO of Arc Thrift Stores; Don Rosen, President of Atlas Metal and Iron; and Scott Bradley, Area Vice President for Waste Management.

PASSED BY THE COUNCIL April 16, 2012

_____ PRESIDENT