

Earth Day

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The time has come ...

To Learn to Love the Earth

Santa Cruz -- The Downtown Association of the City of Santa Cruz and the Community Associates (composed of businessmen and students and faculty from Cabrillo College and UCSC) will participate in the Santa Cruz Spring Fair Monday through Saturday (April 20-25). *

Under the general theme of "The Santa Cruz Spring Fair or How to Love the Earth" a week of planned activities will be aimed at relating the subjects of environment to the entire community of Santa Cruz. It is intended that the community will become involved and made aware of what can be done on a personal basis to develop and improve the local environment in which it lives, works and plays.

Among dignitaries scheduled to attend are U.S. Senator Alan Cranston and State Assemblyman Jess Unruh, currently a candidate for governor of California.

Senator Cranston will be at UCSC from 10 a.m. to 12 noon in the Stevenson College Courtyard Thursday (April 23), while Unruh is slated to speak at Cabrillo College Theater from 11 a.m. to 12 noon followed by an appearance at 12:30 in the Crown College Courtyard at UCSC on the same day. Beginning at 2:15 Unruh will be at the Pacific Garden Mall. Both will be available to talk informally with students and members of the community.

California Congressman George Brown and Stanford population biologist, Dr. John

Jessel, will be opening night speakers for Cabrillo College's support of the fair at 7:30 p.m. Monday (April 20) in the college gym.

Dr. Jessel will speak on "Population and Ecology".

Brown, who has introduced the state's strongest clean air and water legislation will speak at 8:30 p.m. on "Politics and Ecology". Admission to both lectures is free.

Other events scheduled for the week include a showing of movies concerning ecology at the Nicolodeon Theatre, sponsored by UCSC students during the day. At night slide shows by Chuck Abbott, professional photographer, and Bill Fieberling, director of Santa Cruz Public Works Department will be featured.

On Friday and Saturday (April 24, 25) the Downtown Association will sponsor Mall Day with a display of exhibits, musical presentations and free movies scheduled. The Pacific Avenue Garden Mall will be closed off for the affair.

The Association has asked local firms and organizations to contribute to Mall Day with exhibits of their own on such subjects as air pollution, water pollution, land use, transportation and population. Local artists have also been invited to participate either by responding with a specific artists statement addressed to an environmental problem, or simply to display their own artistic production for public sale.

Firms with definite commitments for displays to date

include Pacific Telephone, Sylvania Electronics, Santa Cruz, Harbor and Soquel High schools and the City of Scotts Valley.

Also on Saturday the "Earth Weekend" will move to the UCSC campus behind school and student sponsorship.

From 9:15 a.m. to 12:15 p.m. in the College Dining hall the county's elementary and junior high school teachers are invited to attend a free workshop entitled "Teaching Children How to Love the Earth". The workshop is co-sponsored by the Spring Fair, the Santa Cruz Regional Group of Sierra Club and the Santa Cruz Junior Museum.

Participants are urged to arrive by 9 a.m. to view book exhibits from Santa Cruz Public Library, Santa Cruz City Schools, and Bookshop Santa Cruz. The Junior Museum tidepool slide show will also be in progress. At 9:15 Burt Kessenick, Conservation Chairman of Sierra Club Regional Group, will welcome the teachers and introduce Dr. Todd Newberry who will speak on the theme of the workshop. Dr. Newberry is a writer on marine biology, assistant professor of biology at Cowell College, and father of two young daughters.

A brief showing of slides on local environmental problems will precede the discussion groups on air pollution, water pollution, population problems, land use, recycling wastes, urban ecology.

(Continued on Page 6)