

A CAPITOL



PHOTOGRAPHS BY HILARY SCHWAB

John A. Hoyt, president of The HSUS, (*above and inset*) speaks to an enthusiastic crowd on the west steps of the Capitol. Nearly 350,000 people (*right*) attended the rally in Washington, D.C., to hear spokespersons and celebrities address the environmental issues of Earth Day 1990.

EARTH DAY



"Welcome to the first day of the green future," proclaimed Denis Hayes, cochairman of Earth Day 1990. A crowd of nearly 350,000 people had gathered on the west steps of the Capitol in Washington, D.C., for a giant celebration of ecological activism on April 22. The Earth Day 1990 Mall Rally was blessed with bright sunny weather after two days of rain, and the gathering had the festive air of the Fourth of July.

Taking the stage with Mr. Hayes were rally host Tom Cruise, singer John Denver, and "Cheers" star Woody Harrelson, just a few of the many celebrities and entertainers present. National and international policymakers, environmental leaders, and public-interest activists spoke of the environmental disasters occurring across the globe and of the need for individual involvement and for far-reaching policy changes.

HSUS President John A. Hoyt exhorted every individual to "Figure out what you care about, and live a life that shows it," a refrain repeated by the crowd gathered about the rally stage. He spoke out strongly for the animals that share our environment and that are also affected by our deeds and actions, pointing out that "It is we, the people, who are the voice of the voiceless." Like many of the day's speakers, he spoke of hope for our future, but only if we are committed to living responsible lives.

Backstage in the celebrities' tent, Senior Vice President Patricia Forkan spoke with Woody Harrelson about the fur issue. Mr. Harrelson is actively opposed to the wearing or buying of furs, and he traveled to Aspen, Colorado, last winter to support that city's antifur initiative.

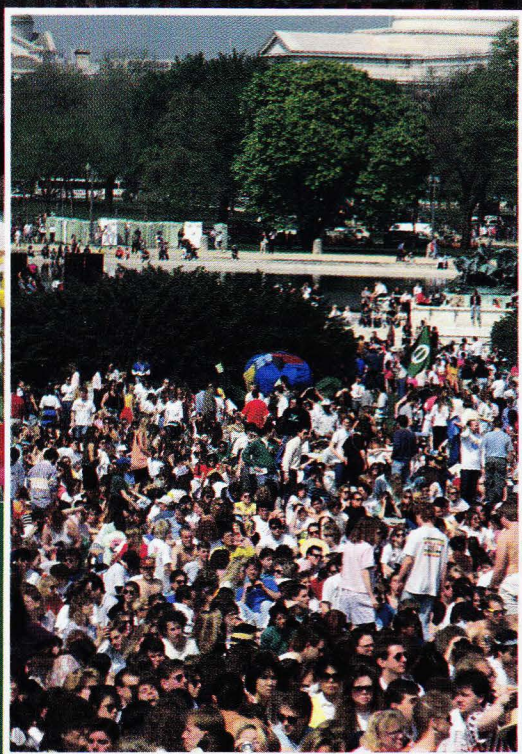
Actor Richard Gere voiced to Jan Hartke, HSUS vice president for environment, his concerns about mass deforestation and the destruction of natural resources in Tibet since the Chinese occupation in 1950. Mr. Gere recalled that many endangered species, such as the snow leopard, receive no protection and may soon be facing extinction.

John A. Hoyt presented rally host Tom Cruise with an HSUS "Animals . . . It's Their World Too" T-shirt. Mr. Cruise had great praise for the recent StarKist Seafood Company decision to become "Dolphin Safe."

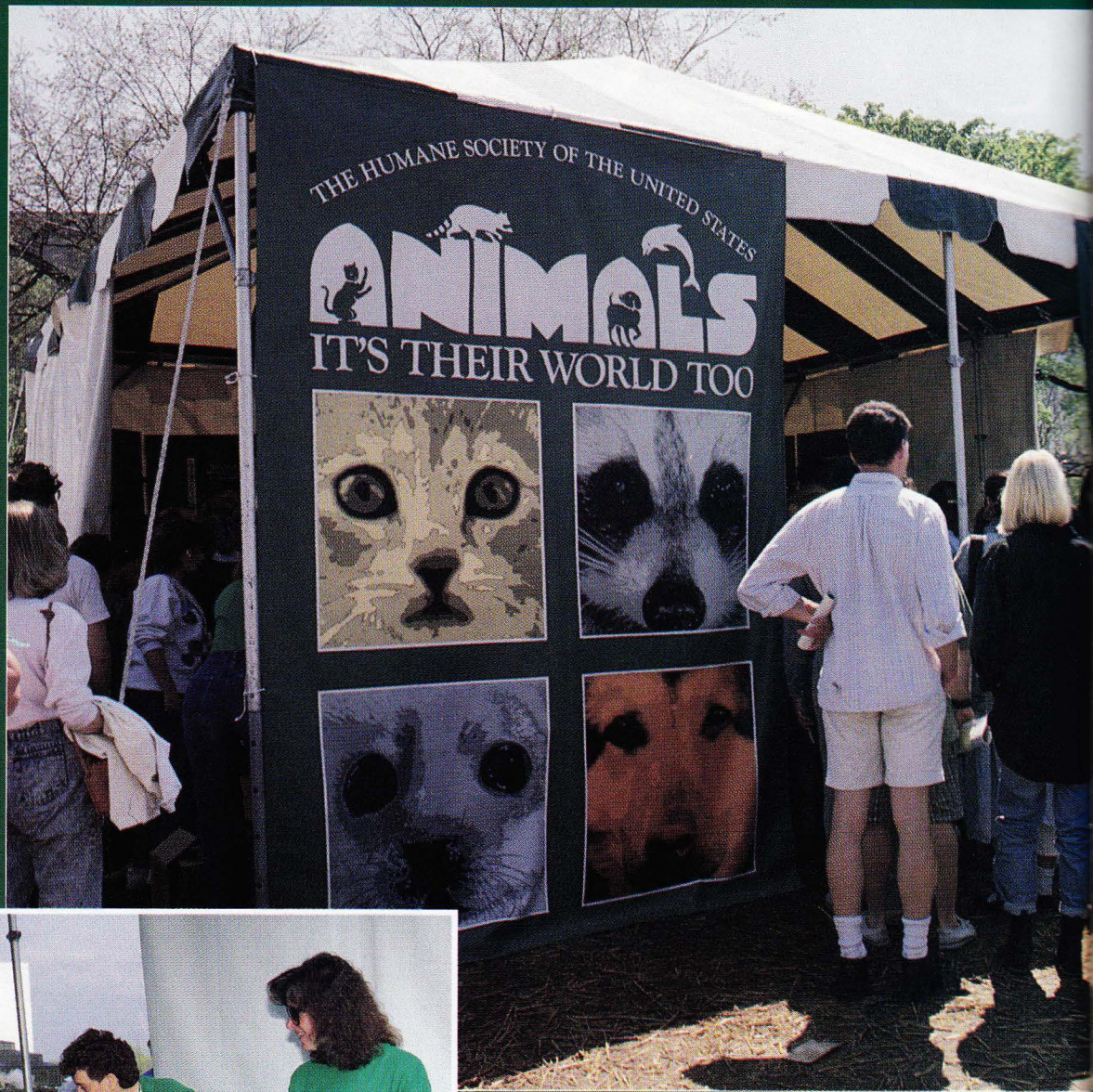
"I was impressed by how sincere and dedicated these celebrities are to making a difference," commented Ms. Forkan afterwards. "They really are committed."

Nearby, the 1990 Earth Day Expo wound up three days of exhibits with thousands of visitors browsing through—and taking home—environmental literature, T-shirts sporting a rainbow of Earth Day messages, and hundreds of white pine seedlings for planting. More than forty groups exhibited displays illustrating the environmental problems, phenomena, and issues

By Suzanne M. Anderson



Environmental activists, students, families, and the just plain curious streamed into The HSUS's tent on April 22 (right). Banners displayed our Earth Day message, "Animals . . . It's Their World Too." HSUS staff and member volunteers (below) sold T-shirts, handed out informational pamphlets, and answered questions about fur, endangered species, pound seizure, tuna-fishing practices, and many other issues.



in which they specialized, including a tent that housed a tropical rainforest, a "styromonster" built by student activists, and a thirty-six-foot high globe.

The HSUS tent was draped with two ten-foot high banners proclaiming our Earth Day message, "Animals . . . It's Their World Too!" HSUS staff, along with twenty-nine HSUS members who volunteered their time and came from as far away as Pennsylvania,

took turns manning the tables, selling posters and shirts, and answering questions during the course of the three-day fair. Karen Miller, exhibit coordinator, reported, "We sold hundreds of T-shirts!"

Visitors were encouraged to sign the HSUS Caring Consumer Pledge, thereby promising to help animals by not wearing fur, using cruelty-free cosmetics, and not eating tuna caught in ways harmful to dolphins. (Copies of the pledge are available from The HSUS upon request.)

The HSUS regional offices also took part in stirring up environmental concern. In New England, regional staff set up a table at Wesleyan University and handed out literature concerning the many animal issues in which The HSUS is involved. The Great Lakes regional staff attended two fairs, and

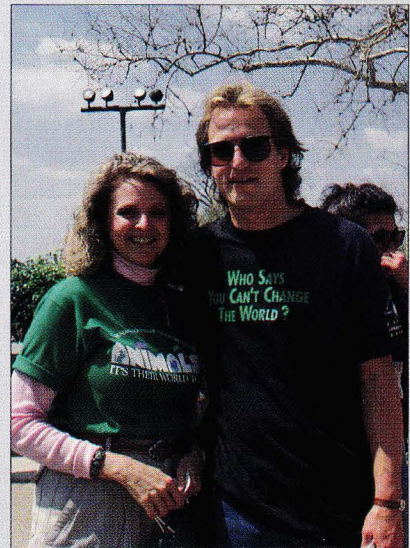


THE STARS SPEAK OUT



HSUS/HARTKE

Above: John A. Hoyt, HSUS president, shakes hands with rally host Tom Cruise. Right: Woody Harrelson, of TV's "Cheers," discusses the antifur initiative considered in Aspen, Colorado, with HSUS Senior Vice President Patricia Forkan. Below: Richard Gere expresses his concern over the environmental havoc in Tibet to HSUS Vice President for Environment Jan Hartke.



the director spoke on the topic, "Animals . . . It's Their World Too!" Southeast regional staff attended activities held in Tallahassee, Florida, and the West Coast office set up an endangered species display at celebrations in San Francisco that drew 125,000 people. (See "Regions Review," page 30.)

Now the real work begins. Time will tell if the messages of Earth Day sank into the hearts and minds of all who came to see the exhibits, to hear the speeches, and to learn what could be done.

We face a daily task that must manifest itself in changes of habit and attitude. For the sake of the animals, and ultimately for the sake of ourselves, we must figure out what we care about, and then live a life that shows it. ■

