

NEWS OF: EARTH CARE, INC.  
350 Grove Street  
Somerville, N.J.

*Earth Awareness  
Foundation*

*3/17/71*

FROM: DUDLEY-ANDERSON-YUTZY Public Relations, Inc.  
551 Fifth Avenue New York, N.Y. 10017  
Contact; Hal Kierce (212) 682-0071

## PRESS CONFERENCE FACT SHEET

### THE EARTH AWARENESS FOUNDATION

What is the Earth Awareness Foundation? It is a nonpartisan, non-profit organization designed to bring about improvements in such areas as overpopulation, air and water quality, land use, drug abuse and waste management. The Foundation is headquartered in Houston, Texas.

Who formed the organization? It was started a year ago by a number of prominent Americans including astronauts Walt Cunningham and Rusty Schweikart and nationally syndicated cartoonist Johnny Hart, creator of "B.C." and "Wizard of Id."

How did it begin? The Rotary Club of the Manned Spacecraft Center in Houston, alarmed by the growing problem of drug abuse in neighboring communities, established a Drug Awareness Committee to search for the root cause. To reduce the incidence of drug taking, an educational campaign was launched, using the volunteer services of astronauts, concerned citizens and students. From this beginning emerged an awareness program to stimulate constructive public involvement not only in dealing with the drug problem but in all areas affecting the quality of human life. The Foundation's initial structure was patterned after this program.

"Earth, I Care" --what is the motto's origin? It stems from the feelings expressed by astronauts as they viewed Earth from deep space and realized that man has no other natural home than Earth that offers him escape and refuge should he despoil his planet and make it uninhabitable.

Who does the organization reach? It's aimed primarily at young people -- the most viable, socially aware and concerned force in our nation's history.

What is the Foundation's growth potential? The Foundation predicts Earth, I Care chapters to have 500,000 members in two years.

What are some of its current goals? An international campaign has been launched in search of grants from foundations and donations from corporations and individuals. Monies received will be channeled in five key areas:

- . Distribution of educational programs for use in schools.
- . Establishment of summer work programs in environmental projects for high school and college students.
- . Scholarship awards to deserving college students majoring in environmental and ecological studies.
- . Retraining of unemployed engineers in environmental and ecological fields to help them to continue contributing to industry.
- . Support of local worthwhile environmental projects.

# # # #

News Release for: EARTH CARE, INC.  
350 Grove Street  
Somerville, N.J.

From: Dudley-Anderson-Yutzy Public Relations, Inc.  
551 Fifth Avenue New York, N.Y. 10017  
Contact: Hal Kierce (212) 682-0071

D-A-Y SELECTED TO ASSIST  
EARTH AWARENESS FOUNDATION

NEW YORK, N.Y. - Dudley-Anderson-Yutzy Public Relations, Inc., the nation's oldest public relations firm, will function as publicity advisors to Earth Care, Inc., the marketing and communications service organization for Earth Awareness Foundation.

Announcing the affiliation, John P. Shepard, president of Earth Care, Inc., said the Foundation's goals of increasing and strengthening environmental responsibility and motivating personal action called for maximum communications with individuals and organizations alike.

Earth Awareness Foundation was formed a year ago by a number of prominent Americans including astronauts Walt Cunningham and Rusty Schweikart and nationally syndicated cartoonist Johnny Hart, creator of "B.C." and "Wizard of Id."

-more-

The "Earth, I Care" motto of the Foundation had its genesis in the feelings of astronauts as they looked upon Earth from deep space, aware that man's only natural home is Earth.

The planning techniques conceived and implemented in the Manned Flight Awareness Program for the U.S. Space agency will be applied to the Foundation's objectives of halting environmental degradation resulting from technological growth and the increasing depletion of natural resources.

Located on Space Park Drive, Houston, Texas, and also in Washington, D.C., the Foundation will assist local, state and national organizations, both public and private, in all meaningful ecological projects.

Earth Care, Inc. will support the Foundation's fund raising efforts, its membership drives and in the establishment of chapters. Members of this group also will produce motivational materials and imaginative new programs for effective communications. The headquarters for Earth Care, Inc. are at 350 Grove Street, Somerville, N.J.

# # #