

In 1990, a small coalition representing local government, the environment, business, education and industry formed to celebrate the 20th anniversary of the first Earth Day.

With the support of the Mayor's Office, this small group grew to hundreds of volunteers to produce the first downtown Baton Rouge Earth Day celebration that drew 90,000 people.

Louisiana Earth Day remains all-inclusive and twenty-five years later the festival thrives continuing to promote education and celebration of Louisiana's unique environment. Louisiana Earth Day, Inc. (LED), is a grassroots organization comprised of volunteers. Currently in its 25<sup>th</sup> year of operation, LED has produced an annual environmental festival that attracts thousands of participants. Each year a new logo and theme are presented.

Our goals are to:

- Educate all facets of the community to the importance of long-term environmental ethics, key environmental issues in Louisiana, and the idea that each individual can make a difference.
- Support and encourage environmental/science education in public and parochial schools to ensure that our society will have both a well-informed citizenry and an adequate number of professional scientists.
- Encourage research in the biological and physical sciences that are fundamental both to our understanding of the environment, as well as to the successful development and management of the means for protecting and restoring the environment.
- Make Earth Day a rewarding and positive experience for the entire community.
- Focus on industry and environmentalists working together to help create a new sense of responsibility for the protection of the planet by both individuals and the community.
- Promote dialogue and awareness within the community so that possible solutions may be found for environmental problems that affect this area.