

Picnic for the Planet–Earth Day 2012



The Nature Conservancy's Picnic for the Planet for Earth Day is a celebration of the planet we live on, the bounty it provides and the people who work to preserve it. This initiative is about connecting people to place (and to conservation) through the food they love and the people they love to share it with in a fun, easy and engaging way.

We eat to nourish our bodies and feed our souls. We bond over food and we use it to pass on cultural traditions to younger generations. We eat to survive. However, as the global population shifts from rural life to urban areas, we are losing our connection to where our food comes from and our dependence on the



natural world to sustain us. For many of us, food comes from a store, and we forget that a healthy planet is vital for supplying us with healthy food and safe drinking water.

Picnic for the Planet was created to highlight these important topics such as sustainably grown food, eating locally and the everyday choices we all can make, with the purpose of raising awareness for both the Conservancy and our partners.

In 2011, the inaugural [Picnic for the Planet](#) was a great success with thousands of people joining more than 600 picnics in 61 countries on all seven continents. The Picnic for the Planet Web site offers visitors Five Easy Actions to take: Eat Local, Eat Smart, Eat Sustainably, Eat Green and Eat Out. The Web site also included blog posts from notable chefs, including [Mario Batali](#), [Barton Seaver](#) and [Alice Waters](#), discussing the issues surrounding sustainable food and how this impacts their cooking. These chefs, in addition to many others, including Eric Ripert and Rick Moonen, also provided recipes to inspire visitors for their own picnics. The site will be expanded with more great tips and content, and enhanced through partnerships with brands authentic to this cause.

All Hands on Earth

For The Nature Conservancy, there is growing urgency around our mission to preserve and protect the natural world upon which all life on Earth depends. We can create a more sustainable future for ourselves and for our children if all of us – as individuals, communities and companies – play an active role. To inspire change and action, the Conservancy has launched “All Hands on Earth”, a multi-dimensional engagement campaign to unite millions people for a healthy planet.

Picnic for the Planet is a key promotion as part of this campaign, inspiring people to think about conservation as it relates to the food and water they consumer and its impact on their health and the planet.

THE NATURE CONSERVANCY:

- 1 million members
- Present in 35 countries
- Chapter offices in all 50 States
- Since 1951, have protected more than 119 million acres of land and 5,000 miles of rivers worldwide

Member Demographics:

- 45% of donors have annual income of at least \$75,000
- 75% are college graduates with a high percentage holding advanced degrees

• An active digital community:

- 330,000 Facebook fans
- 87,000 Twitter Followers
- 400,000 monthly e-newsletter subscribers
- 25 state Facebook fan pages with localized information
- 6 million visitors annually to Nature.org

The All Hands on Earth campaign and Picnic for the Planet provide a way to meet audiences where they live, shop, work and play. The goals of the campaign are simple:

- Build an active, global community for the environment;
- Provide easy everyday ways for people to get involved in creating a healthier environment;
- Provide inspiration and hope.

Picnic Events Across the Country For Earth Day 2012, The Nature Conservancy will once again engage people across the world to get outside and celebrate the planet with a picnic. This year, the Conservancy will take the celebration to the next level with large-scale picnics events across several major markets and increased integration with notable chefs.



In 2012 the Conservancy will attempt to break the Guinness World Record for the largest global picnic. We will hold events in markets across the United States, such as **Seattle, Wash.**, where in 2011 an event at Pike Place Market was attended by over 1,000 people. Picnics and other food-related activities are planned for other markets including **Dallas; Chicago; New York City; San Francisco; and Boston**. For a month leading up to Earth Day, April 22, the Conservancy will encourage people around the world to celebrate Earth Day 2012 with a Picnic for the Planet, either by joining a picnic in their community or hosting their own.

The Nature Conservancy

The Nature Conservancy is a leading conservation organization working around the world to protect ecologically important lands and waters for nature and people. The Conservancy and its more than 1 million members have protected nearly 120 million acres worldwide. Visit The Nature Conservancy on the Web at www.nature.org.

